



Public Awareness Work Group

2018 Statewide Survey Report of Results



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Survey Background

In partnership with the Colorado Consortium for Prescription Drug Abuse Prevention (CCPDAP), Webb Strategic Communications was tasked to develop an awareness campaign to promote the safe use, storage and disposal of prescription medications in Colorado. To inform the continued development of this campaign and measure success to this point, NRC worked with the CCPDAP and Webb Strategic Communications to craft a statewide survey that would help assess the current level of knowledge and awareness of issues related to the safe use, storage and disposal of prescription medications. This survey was implemented in June 2018.

This research follows previous survey efforts in 2014 and 2015 which were used to inform the creation of the *Take Meds Seriously* campaign and then assess resident awareness of the campaign and the impact of the campaign's messages. The 2014 and 2015 data were collected through a statewide mailed survey supplemented with web responses purchased from a web panel vendor.

For this 2018 survey effort, responses from 1,200 web panelists and 200 randomly dialed telephone interviewees were collected. The telephone interviews were conducted to ensure that those with less access to, or interest in, technology were included. The responses were combined into one dataset and weighted to reflect the Colorado population norms based on age, race, gender and region (Front Range vs. non-Front Range counties). The responses are not based on a random selection of residents (i.e., while in the telephone survey all adults in Colorado had an equal chance of being selected, that is not true for the web panelists as they had to be members of the panel to be selected). As such, a traditional margin of error is not calculated, but with a large number of respondents with wide geographic and demographic inclusion, these respondents are expected to be strongly reflective of the Colorado population.

A more detailed description of the sampling and weighting methods can be found in *Appendix C: Survey Background and Methods*.

Survey Results

Highlights of the survey results can be found in Sections 1 through 3 on the following pages. Detailed results can be found in the appendices. Unless otherwise specified, the results found in Sections 1 through 3 and *Appendix B* (results by group) are for those respondents with an opinion (i.e., the "don't know" responses are excluded from the calculations), while the results in *Appendix A* include the "don't know" responses.

This is a survey about a personal and sensitive topic and the self-administered questionnaire (by Internet) offers the best opportunity to gather candid responses compared to answers by telephone (14% of our sample) captured by an interviewer. Nevertheless, the reader should expect that results tilt toward pro-social or socially desirable responses such that there is likely to be under reporting by respondents of what many might presume are the "wrong" answers – like misusing, poor storage or sharing of prescription drugs. As a consequence, the percentages reported in the aggregate for all Coloradans who engage in dangerous or inappropriate behaviors regarding prescription drugs are likely to be underestimates of these behaviors in the population.

1. Prescription Medication Use

There is at least one prescription medication that has potential for misuse or abuse in about half of Colorado households

- 80% of Colorado residents have a prescription medication in their home and 46% had pain relievers, stimulants, anti-anxiety or sleeping pills in their home
- Of those with a prescription medication in their home:
 - 34% had pain relievers (like Vicodin, OxyContin, and Percocet)
 - 29% had anti-anxiety medication (like Xanax, Valium, and Ativan)
 - 28% had antibiotics (like penicillin, Z-Pak, and Amoxicillin)
 - 24% had sleeping pills (like Ambien, Sonata, and Lunesta)
 - 11% had stimulants (like Ritalin, Adderall, and Dexedrine)
- Adults aged 18-54 were more likely to have prescription medications at home than adults over 54 years old
- Hispanic and non-white households were more likely to have anti-anxiety or sleeping pills
- Those in and out of the Front Range were similar in the types of prescription medication they had at home

Antibiotics and pain relievers were less likely to be currently used but remain in the home

- Of the households that had each type of prescription medication, most medications were currently in use:
 - 48% of antibiotic medications were in current use
 - 52% of pain reliever medications were in current use
 - 66% of sleeping medications were in current use
 - 76% of stimulant medications were in current use
 - 80% of anti-anxiety medications were in current use

Most Coloradans had been prescribed pain relievers at some point in their lives

- 80% of all respondents had been prescribed a pain reliever
- White and non-Hispanic Coloradans (about 80%) were more likely to have been prescribed a pain reliever than non-white and Hispanic Coloradans (about 70%)
- Women were more likely to have been prescribed a pain reliever than men (85% versus 75%)

More pain medication prescription holders received advice about use of the medication than received advice about potential for misuse and how to store or dispose of it

- At least 84% received advice about the importance of taking the prescription medication as prescribed and for how long they should take it
- Closer to two-thirds received advice about interactions with other medications and the potential for the medication to be habit forming
- About half were told about alternatives to the prescription and fewer were told about safe storage and disposal

One-quarter or fewer Coloradans said they had “misused” a prescription medication

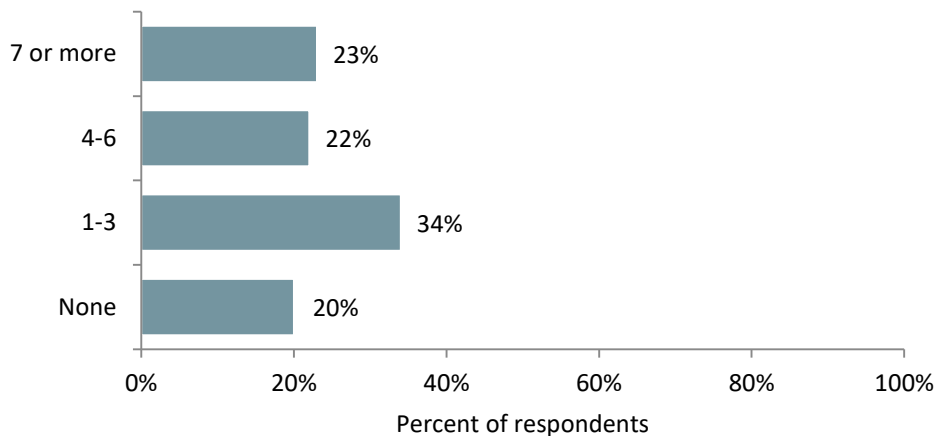
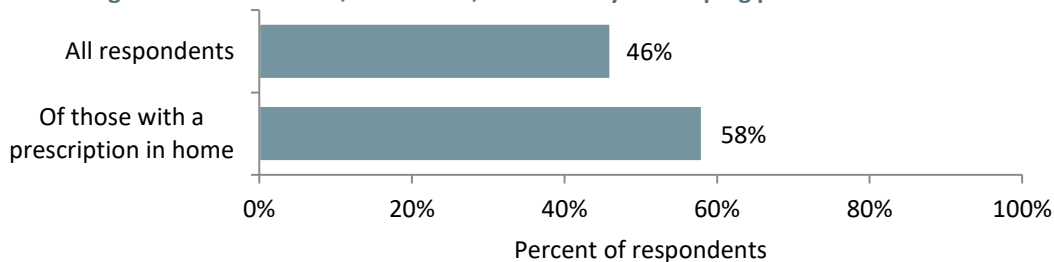
- 20% had used prescription medication in a way that was not directed by their doctor in the past year (8%) or before that (12%)
- 27% had used prescription medication prescribed for someone else in the past year (8%) or before that (19%)
- Younger people (18-34) were more likely than older adults (55 and older) to say they had done so

Pain relief was the most often cited reason for misusing a prescription medication

- 60% of those who used prescription medication in a way that was not directed and 56% of those who used a prescription medication prescribed for someone else, did so to relieve pain
- 34% of those who used prescription medication in a way that was not directed and 28% of those who used a prescription medication prescribed for someone else, did so to sleep
- 25% of those who used prescription medication in a way that was not directed and 20% of those who used a prescription medication prescribed for someone, did so for recreation, a good feeling or to get high

Figure 1: Number of Prescription Medications in Household

How many prescription medications do you currently have in your household? Please include medications for all people and pets in your household.

**Figure 2: Pain relievers, Stimulants, Anti-anxiety or Sleeping pills in Household****Figure 3: Type of Prescription Medications in Household**

Which of the following prescription medications do you have in your household?

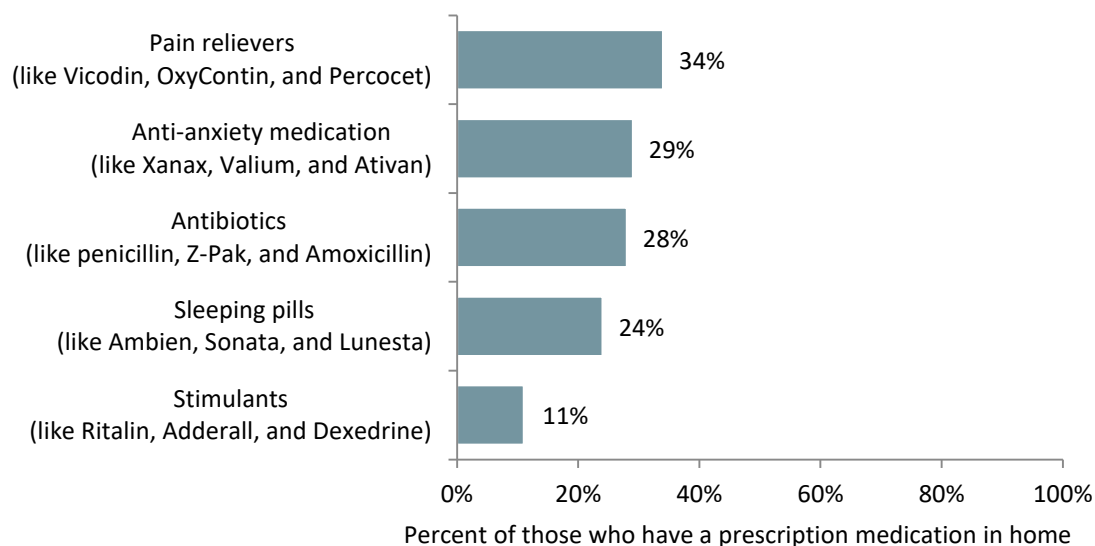


Figure 4: Type of Prescription Medications in Use, if Have

For each of the prescriptions medications you have, please tell us if they are currently being used or not currently being used. (Percent currently using, if have)

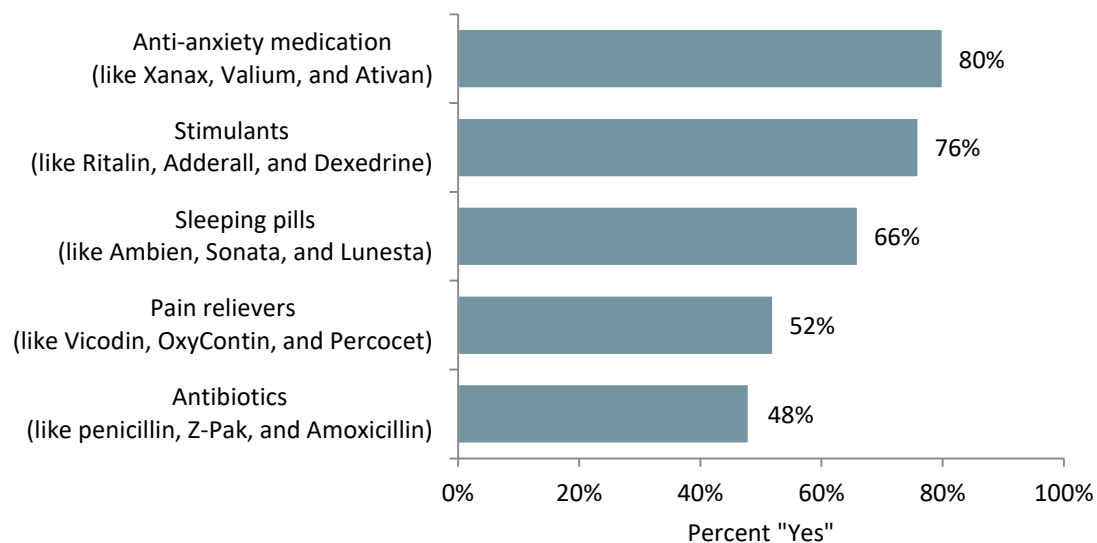


Figure 5: Presence of Specific Types of Prescription Medication (Whether Currently Used or Not), by Subgroup

Which of the following prescription medications do you have in your household (whether currently being used or not)?

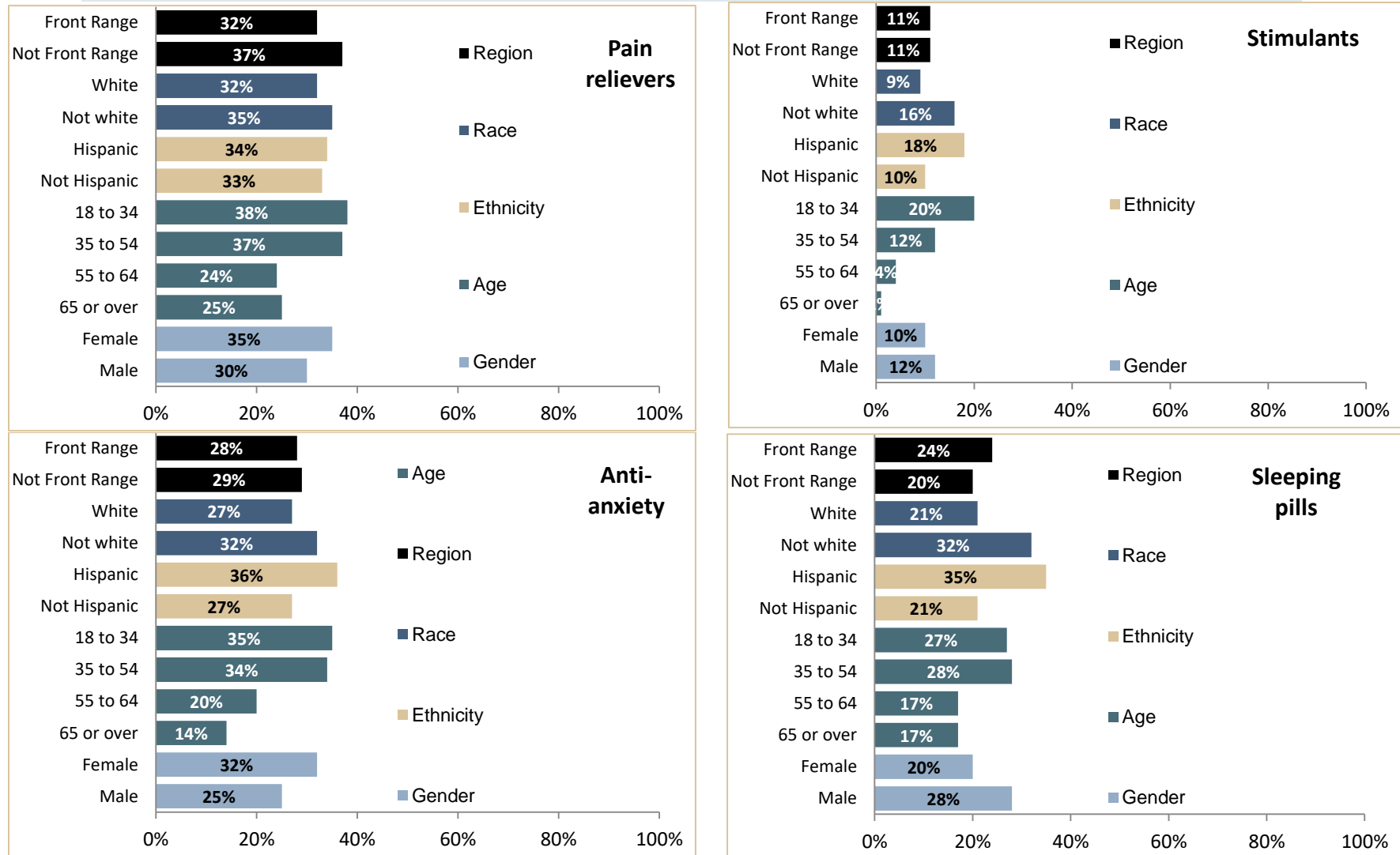


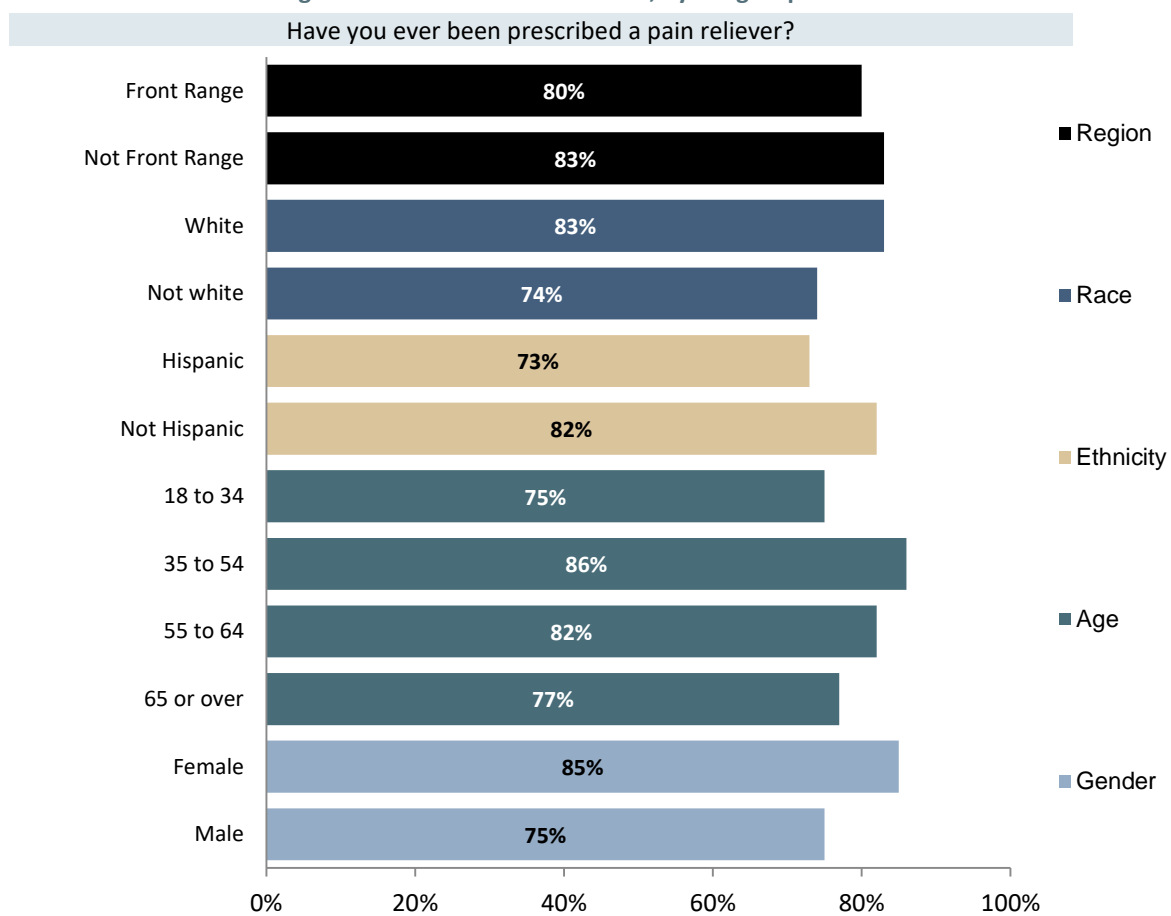
Figure 6: Prescribed Pain Reliever, by Subgroup

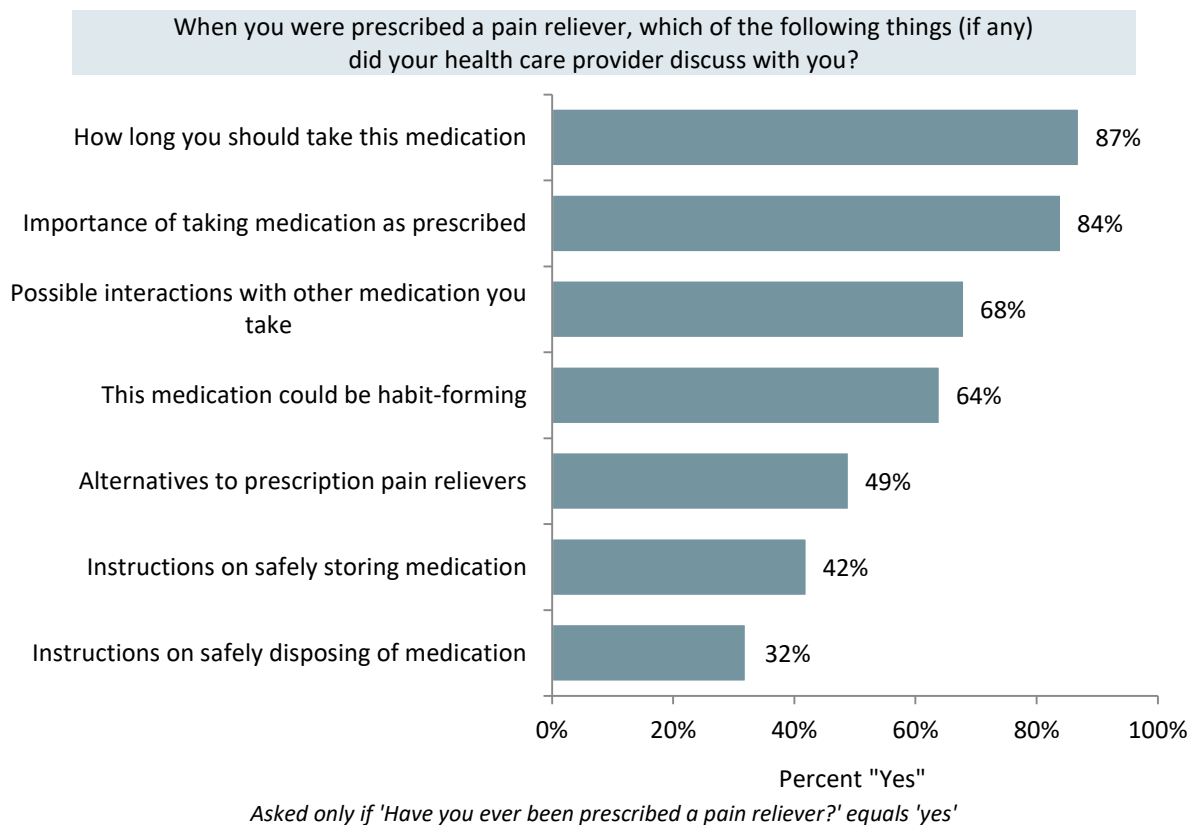
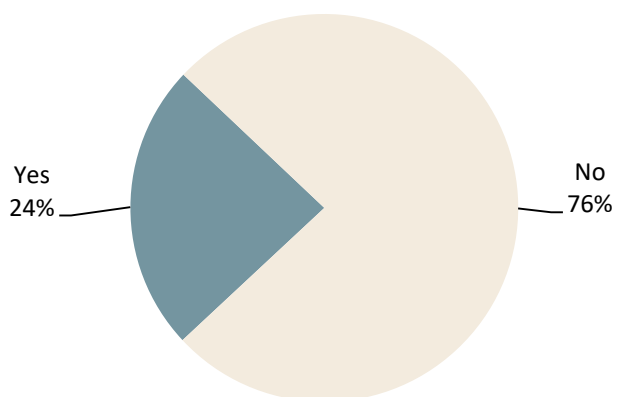
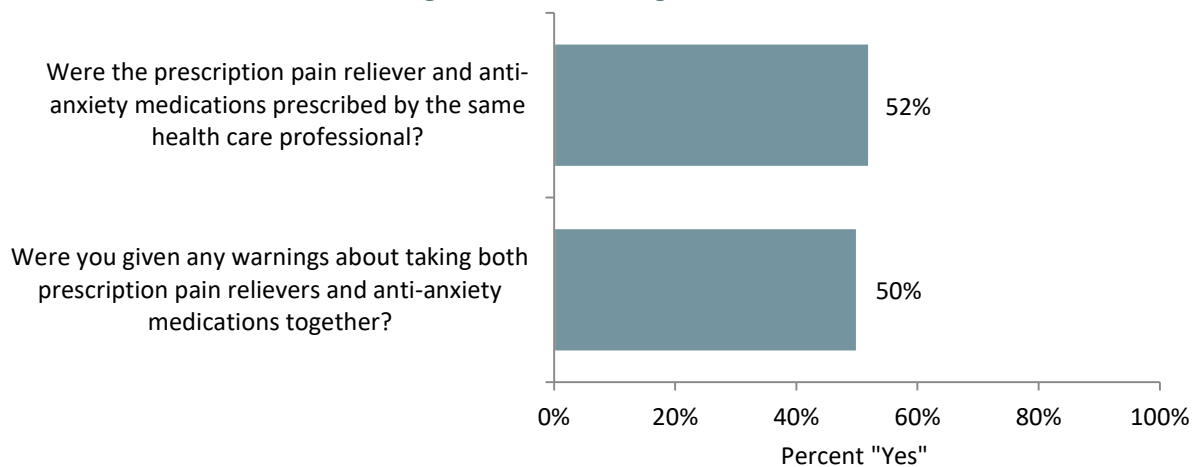
Figure 7: Discussion with Health Care Provider

Figure 8: Pain and Anti-Anxiety Medications

At the time you were prescribed a pain reliever, did you also have anti-anxiety medication in your home?



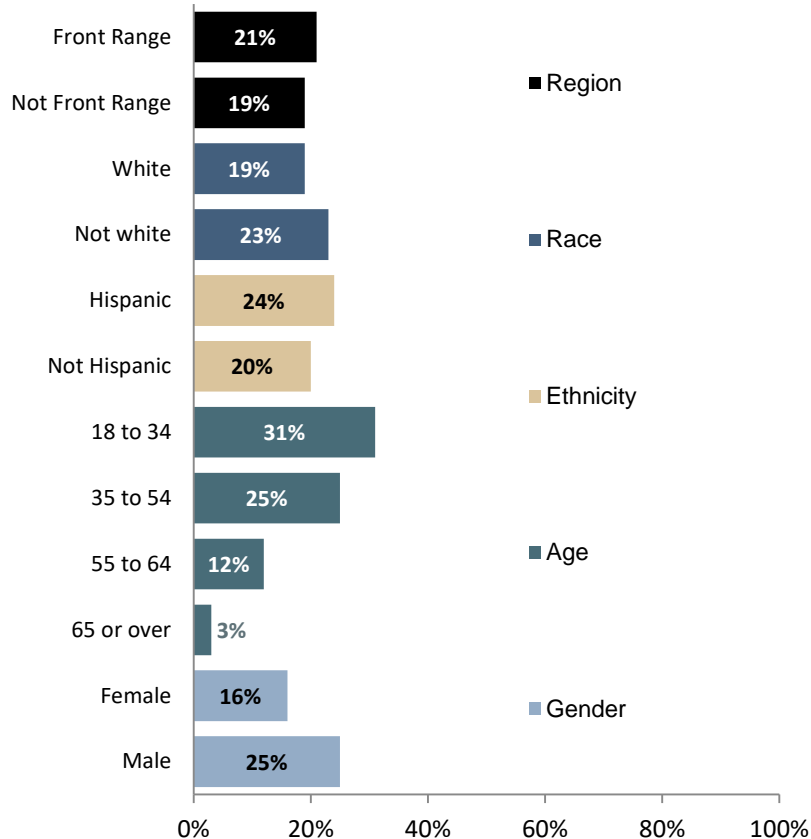
Asked only if 'Have you ever been prescribed a pain reliever?' equals 'yes'

Figure 9: Potential Drug Interactions

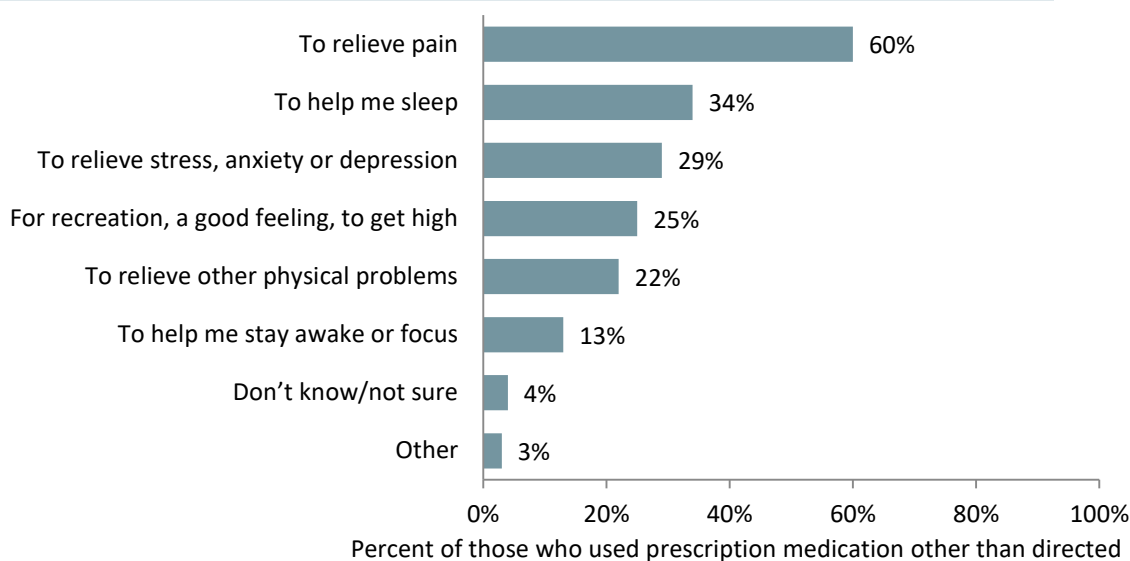
Asked only if 'Have you ever been prescribed a pain reliever?' equals 'yes' and 'At the time you were prescribed a pain reliever, did you also have anti-anxiety medication in your home?' equals 'yes'

Figure 10: Percent Who Took their Own Prescription Medication in a Way Not Directed by Their Doctor

Have you ever used a prescription medication in a different way than was prescribed for you (i.e., took more pills than prescribed or took them more often than prescribed)?"

**Figure 11: Reason for Taking Their Own Prescription Medication in a Way Not Directed by Their Doctor**

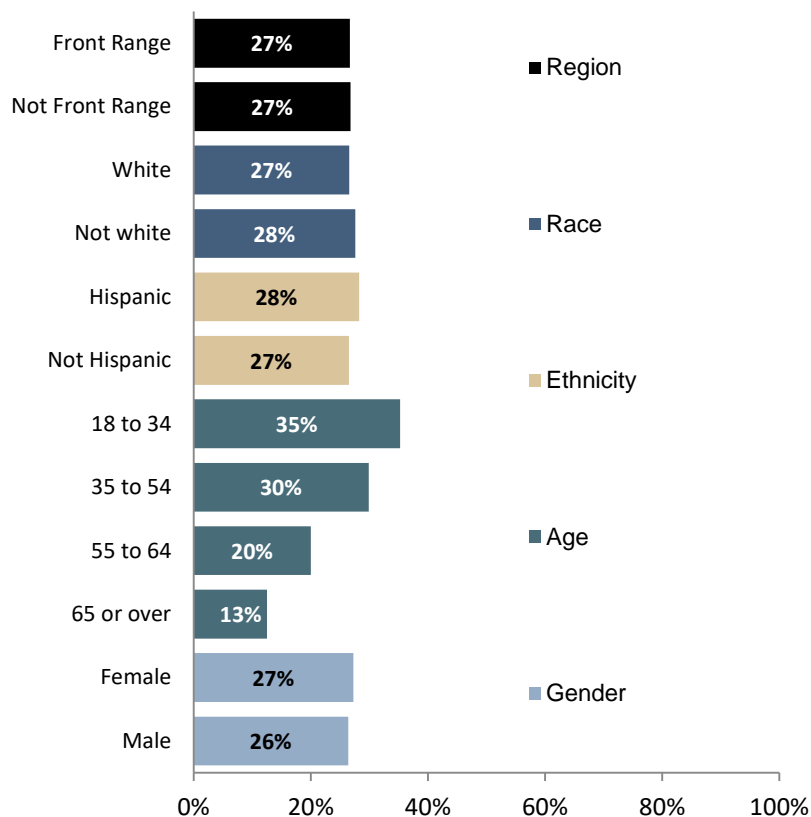
Why did you use the medication in a different way than was prescribed? (Check all that apply.)



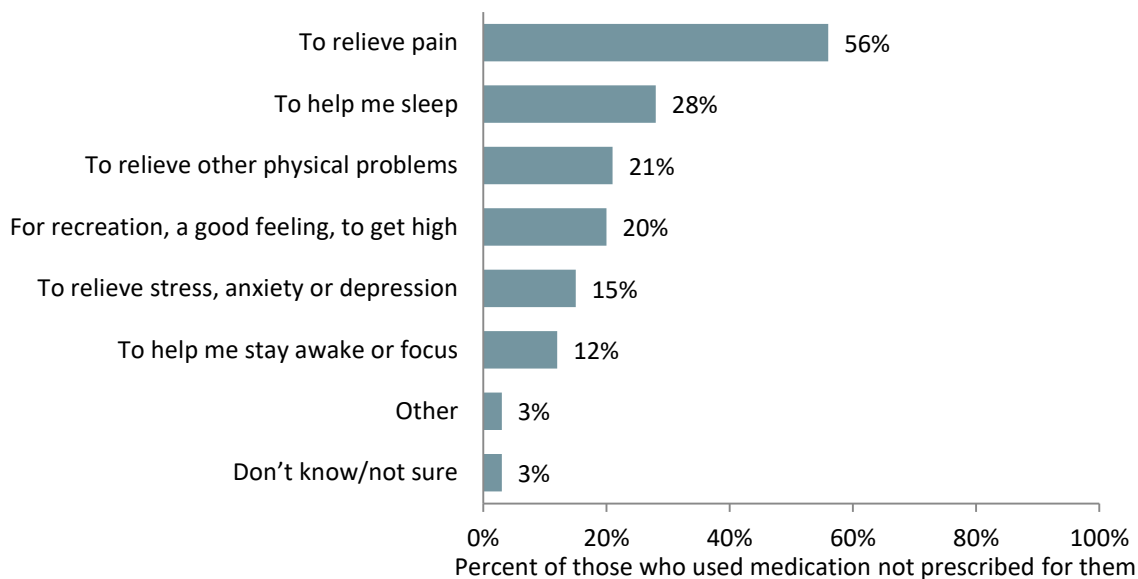
This question asked only of those who ever used a prescription medication in a different way than was directed. The total may exceed 100% as respondents could select more than one reason.

Figure 12: Percent Who Took a Prescription Medication Not Prescribed for Them

Have you ever used a prescription medication that was not prescribed for you?

**Figure 13: Reason for Use of Prescription Medication Not Prescribed for Them**

Why did you use a medication that was not prescribed for you? (Check all that apply.)



Asked only if 'Have you ever used a prescription medication that was not prescribed for you?' equals 'Yes, in the past year' or 'Yes, but not in the past year'

2. Prescription Medication Storage

Most people keep their prescription medications in a cabinet; few store them behind locks or child safety latches

- 63% of Coloradans keep prescription medication in a cabinet or drawer
- Only 12% keep them in a locked drawer and 8% in a cabinet or drawer with a child safety latch
- 18% keep them out in the open

Coloradans were most likely to get prescriptions from doctors or hospitals

- 85% got their prescription medication from a doctor, 16% from a hospital and 11% from an emergency room

Fewer than 1 in 10 respondents had encountered a situation where a prescription medication was missing from their home

- Overall, 8% had prescription medication that went missing from their home
- This did not generally vary by group, but young people were more likely to report this than older adults

Many Coloradans have heard of drug take-back events, fewer have participated

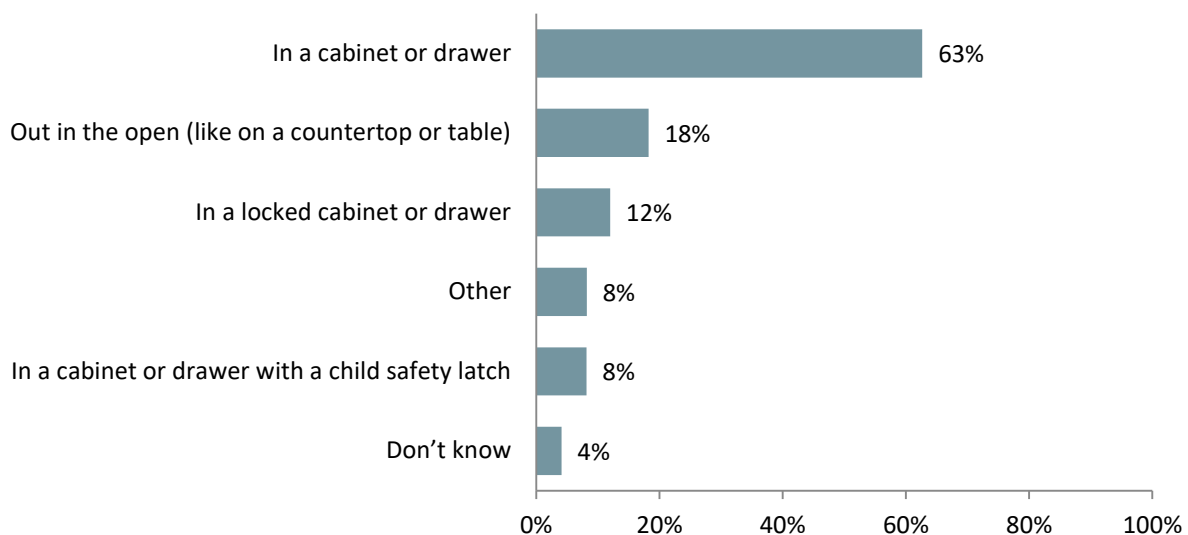
- 63% of Coloradans had heard of drug take-back events, but only 28% had participated
- 49% were hanging on to old medications in case the issue arose again and 38% had returned old medications to a pharmacy or drop-off point

Just under half of Coloradans had heard a message about storing and disposing of medications

- 42% heard or saw a message about locations in their community to safely dispose of leftover or expired medications
- 42% heard or saw a message about the importance of locking up prescription medications
- Both messages were most often seen on television in news stories or advertisements

Figure 14: Prescription Medication Storage Location

Where do you keep your prescription medications? (Check all that apply.) (If you don't currently have prescription medications, where do you keep them when you do have them?)

**Figure 15: Prescription Medication Purchase Location**

Were the prescription medications currently in your home prescribed after visiting any of the following healthcare locations or facilities? (Check all that apply.)

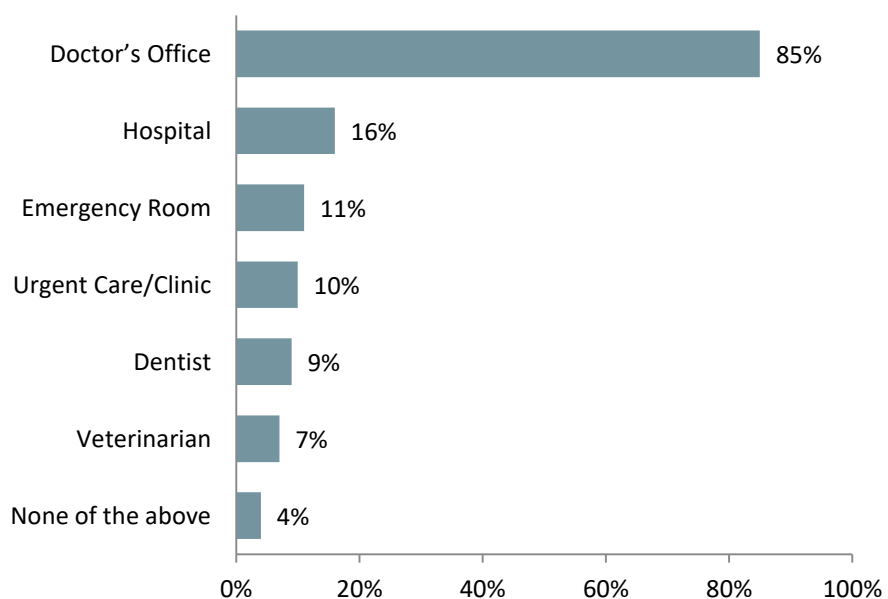


Figure 16: Missing Medication

Have you ever encountered a situation where a prescription medication was missing from your home?

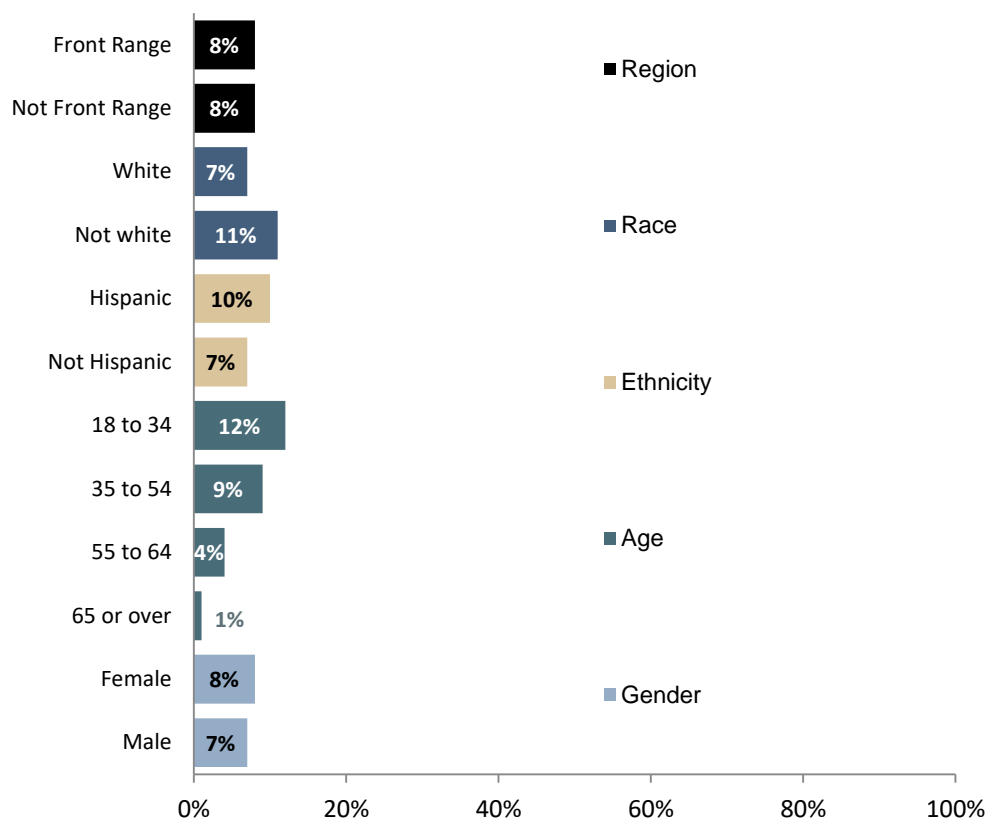


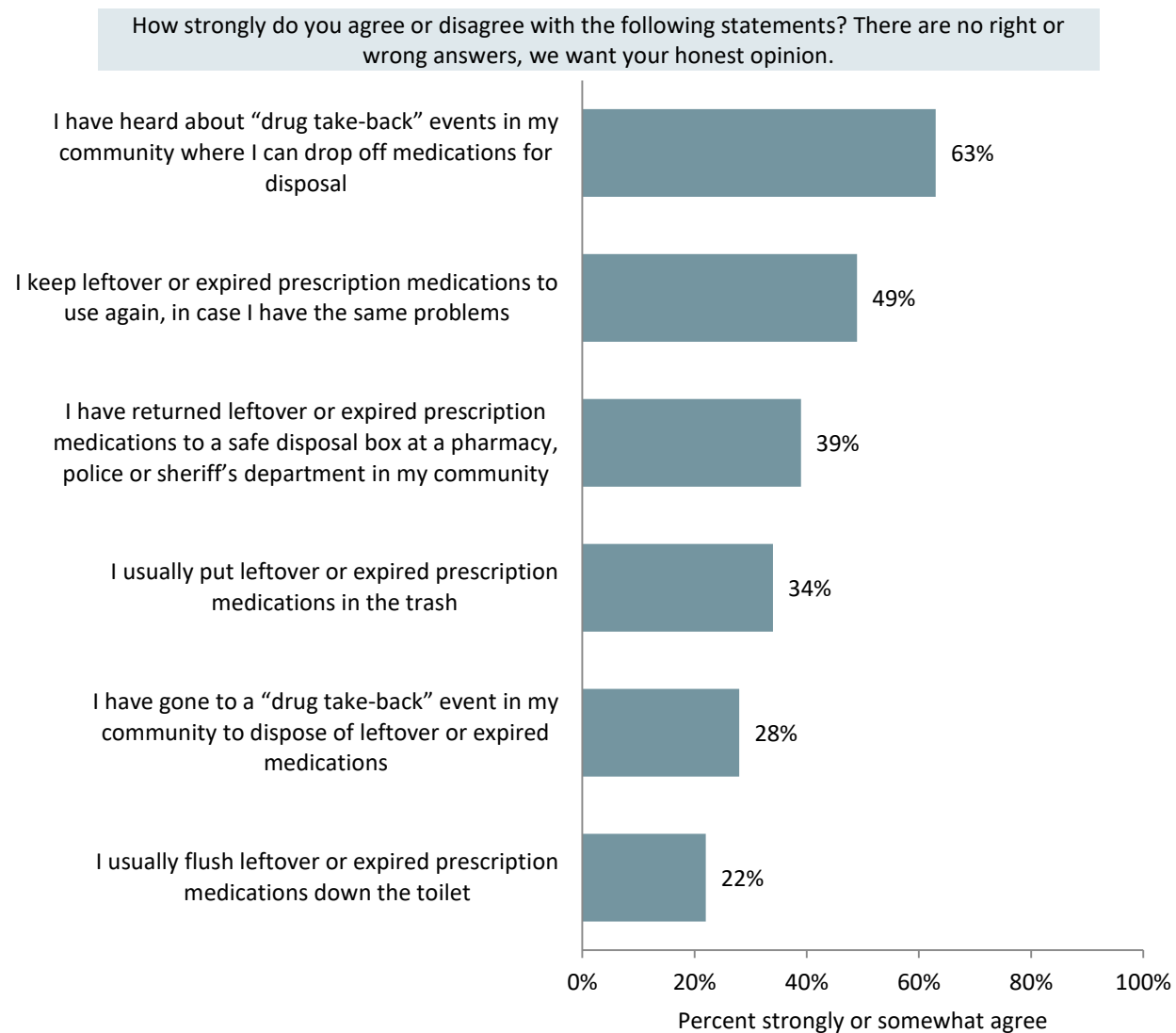
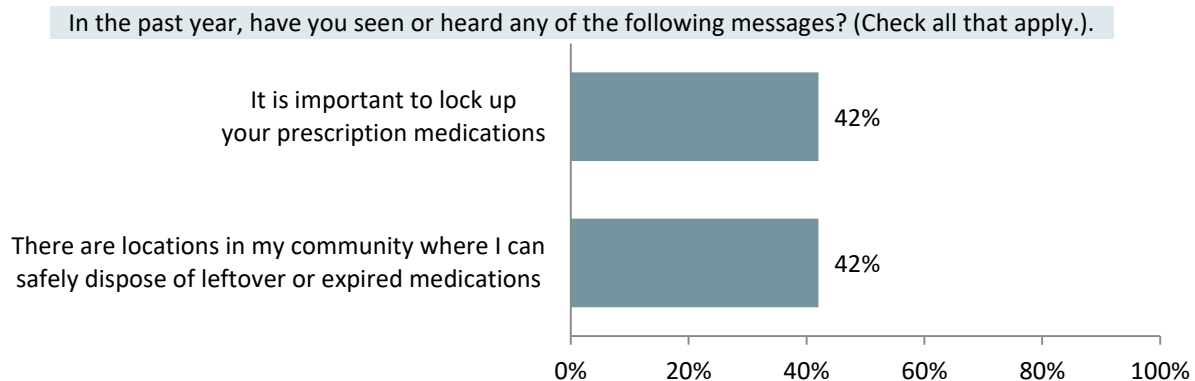
Figure 17: Agreement with Statements about Prescription Medication Storage

Figure 18: Awareness of Messages**Figure 19: Source of Messages about Prescription Medication Storage and Disposal**

Where did you hear or see this message? (Check all that apply.)	A news story on television	A news story on radio	An online news story or post	An advertisement on television	An advertisement on radio	An online advertisement	On a billboard	Poster or display at a pharmacy
It is important to lock up your prescription medications	44%	11%	20%	37%	9%	12%	11%	19%
There are locations in my community where I can safely dispose of leftover or expired medications	39%	13%	22%	20%	11%	10%	16%	25%

3. Policy and Prevention

Most Coloradans understand that opioids are used for pain relief

- 83% thought opioids were pain relievers, while 6% thought they were stimulants and 6% thought they were for anxiety

About half of Coloradans thought there was a problem with people in their community using prescription medication to get high

- 57% somewhat or strongly agreed that there was a problem with people in their community using prescription medication to get high, while 22% did not know if it was an issue
- 45% somewhat or strongly agreed that there was a problem with people taking prescription medications from other family members, while 30% did not know if it was an issue
- 7% strongly agreed and 16% somewhat agreed that they had allowed a family member or friend to use medications that were originally prescribed for them

Just over half of Coloradans had heard a message about prescription medication abuse as a growing problem in Colorado

- 57% said they had heard or seen a message related to prescription medication abuse being a growing problem in Colorado
- 53% had heard to never take multiple prescription medications without asking a doctor or pharmacist if it's safe
- Just under half heard messages telling them to ask their doctor questions about the dangers and alternatives to prescription medicines and that it was not safe to share prescription medications or give them to friends
- These messages were most often heard or seen as a news story on television or secondarily as a television advertisement
- Older adults were more likely than their younger counterparts to see most of these messages, but younger adults were more likely to have heard that they should ask their doctor questions about the dangers and alternatives to prescription medicines

Coloradans were more likely to take personal action, rather than engage with the broader community about issues related to prescription medication use, storage or disposal

- 69% were somewhat and or very likely to take leftover or expired medication to an official drop point and 61% would go to a website to get more information about safe use, storage and disposal of prescription medications
- Fewer than half were likely to attend a community meeting about safe use, storage and disposal of prescription medications (29%) or talk to people in their community to help educate them about these issues (37%)

Many, but not a majority of, Coloradans knew someone with an addiction problem related to prescription medication

- 37% of Coloradans knew someone who was, or had been, addicted to prescription medication
- 26% said they would be very or somewhat likely to keep a dosage of Naloxone available at their home or on their person

There was strong support for state funding increases to tackle issues related to prescription medication problems in the state

- About 8 in 10 respondents supported more state funding for community-based education programs and to increase access to safe medication disposal boxes in communities
- About three-quarters of respondents supported more funding to teach health care providers how to safely prescribe medications and how to better inform their patients about medication risks and options and to increase access to addiction treatment and secure a 2-to-1 federal match
- About 7 in 10 respondents supported more funding for programs such as needle exchanges or supervised injection sites to avoid the spread of HIV and Hepatitis
- Just over half of respondents supported the use of Colorado Medicaid dollars to cover costs of emergency medical services (ambulance, ER) resulting from cases of drug overdoses

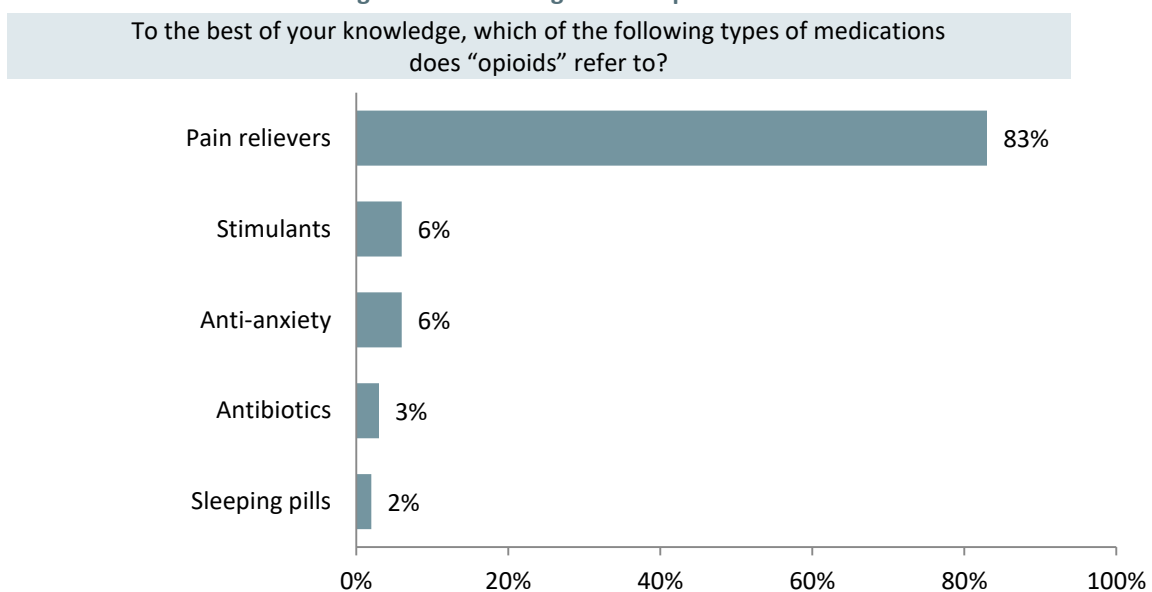
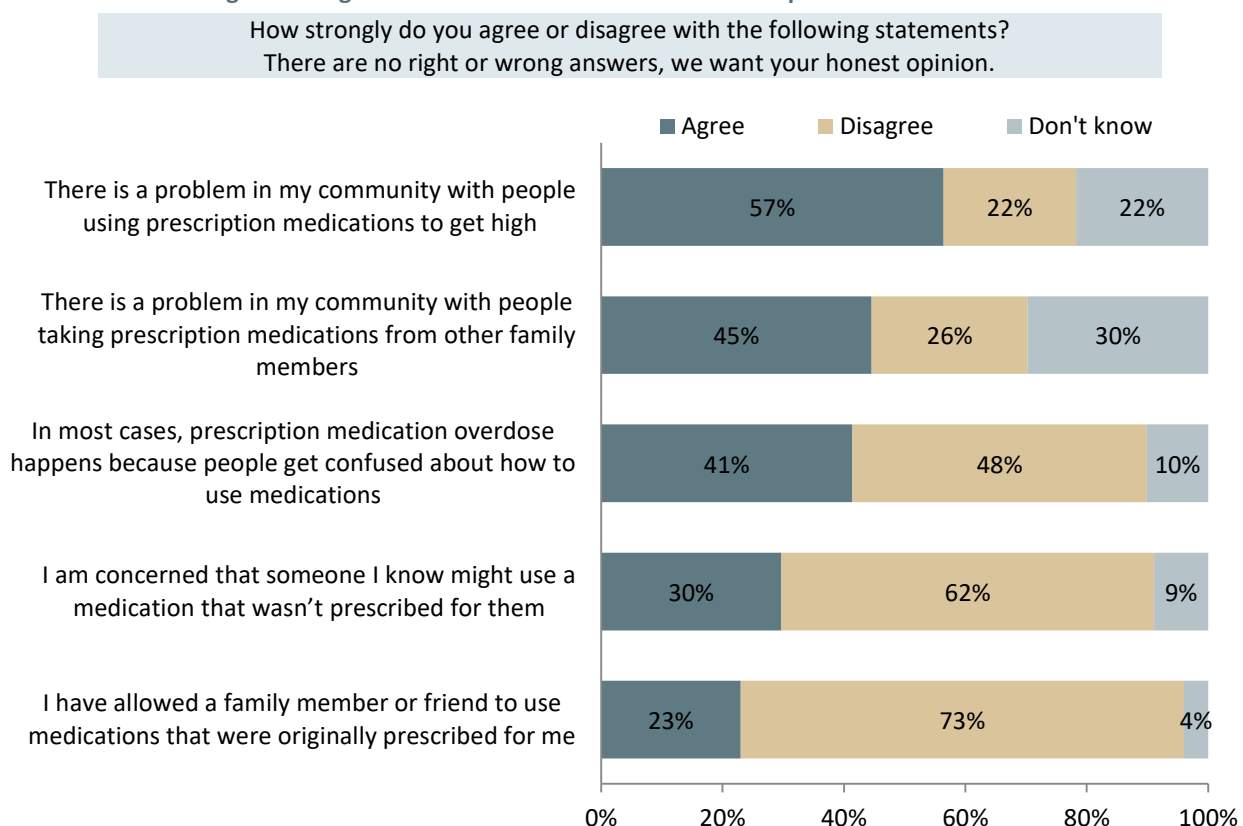
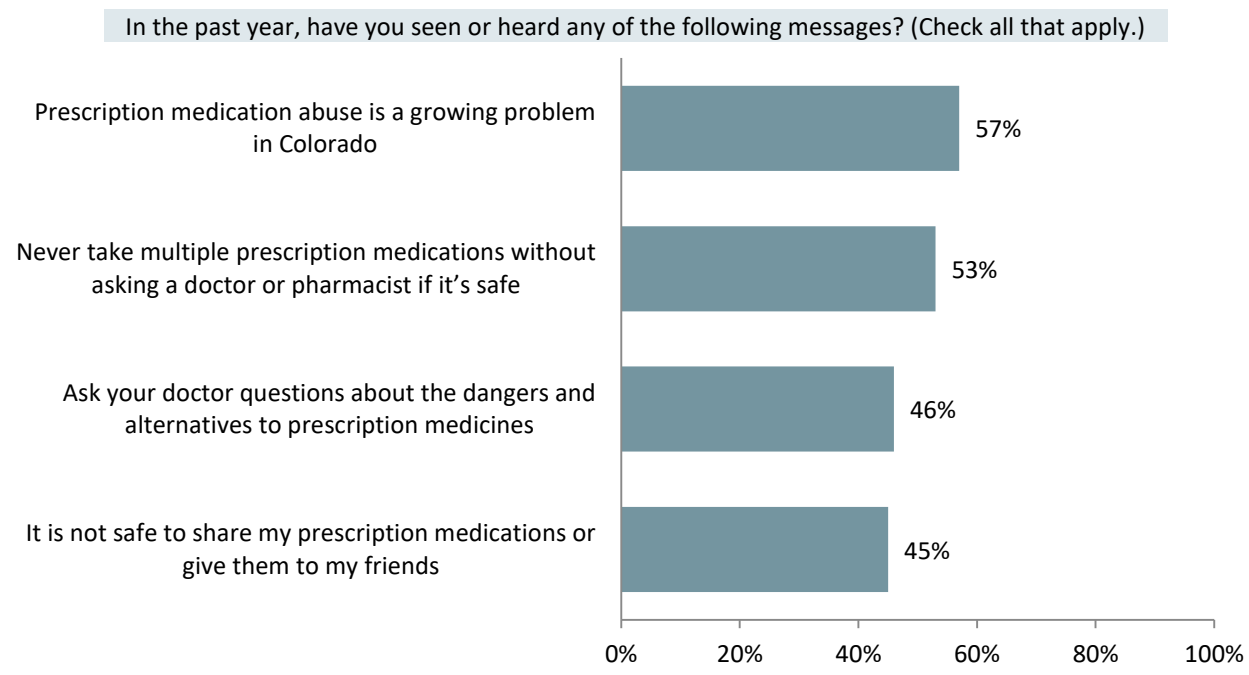
Figure 20: Knowledge about Opioids**Figure 21: Agreement with Statements about Prescription Medication Issues**

Figure 22: Awareness of Messages**Figure 23: Source of Messages about Prescription Medications**

Where did you hear or see this message? (Check all that apply.)	A news story on television	A news story on radio	An online news story or post	An advertisement on television	An advertisement on radio	An online advertisement	On a billboard	Poster or display at a pharmacy
Ask your doctor questions about the dangers and alternatives to prescription medicines	37%	12%	20%	47%	15%	17%	12%	26%
It is important to lock up your prescription medications	44%	11%	20%	37%	9%	12%	11%	19%
There are locations in my community where I can safely dispose of leftover or expired medications	39%	13%	22%	20%	11%	10%	16%	25%
Prescription medication abuse is a growing problem in Colorado	65%	20%	25%	21%	11%	9%	8%	11%
Never take multiple prescription medications without asking a doctor or pharmacist if it's safe	33%	7%	16%	37%	8%	12%	10%	30%
It is not safe to share my prescription medications or give them to my friends	38%	11%	18%	30%	10%	13%	11%	27%

Figure 24: Percent that Saw or Heard Message, by Subgroup

In the past year, have you seen or heard any of the following messages? (Check all that apply.)	Region		Race		Hispanic		Age				Sex	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
Prescription medication abuse is a growing problem in Colorado	56%	63%	59%	52%	55%	57%	47%	55%	64%	74%	54%	60%
Never take multiple prescription medications without asking a doctor or pharmacist if it's safe	52%	58%	53%	53%	55%	52%	55%	49%	54%	54%	55%	51%
Ask your doctor questions about the dangers and alternatives to prescription medicines	45%	51%	47%	47%	47%	47%	59%	42%	38%	41%	47%	47%
It is not safe to share my prescription medications or give them to my friends	43%	54%	46%	42%	42%	46%	41%	42%	48%	56%	48%	43%
There are locations in my community where I can safely dispose of leftover or expired medications	42%	43%	44%	37%	38%	43%	33%	41%	51%	53%	45%	40%
It is important to lock up your prescription medications	41%	46%	40%	45%	47%	40%	40%	44%	37%	44%	44%	39%

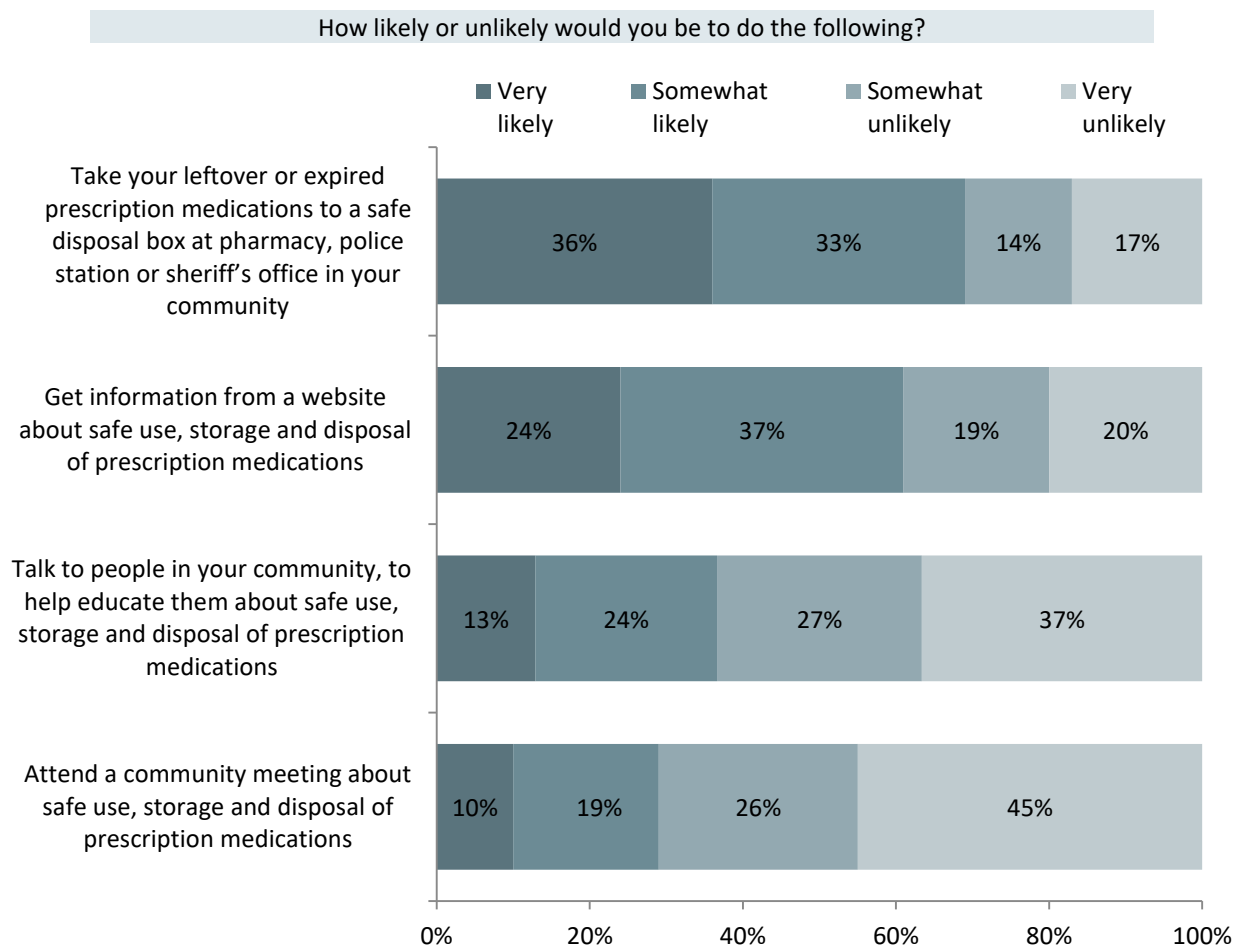
Figure 25: Likelihood of Taking Actions Related to Prescription Medication

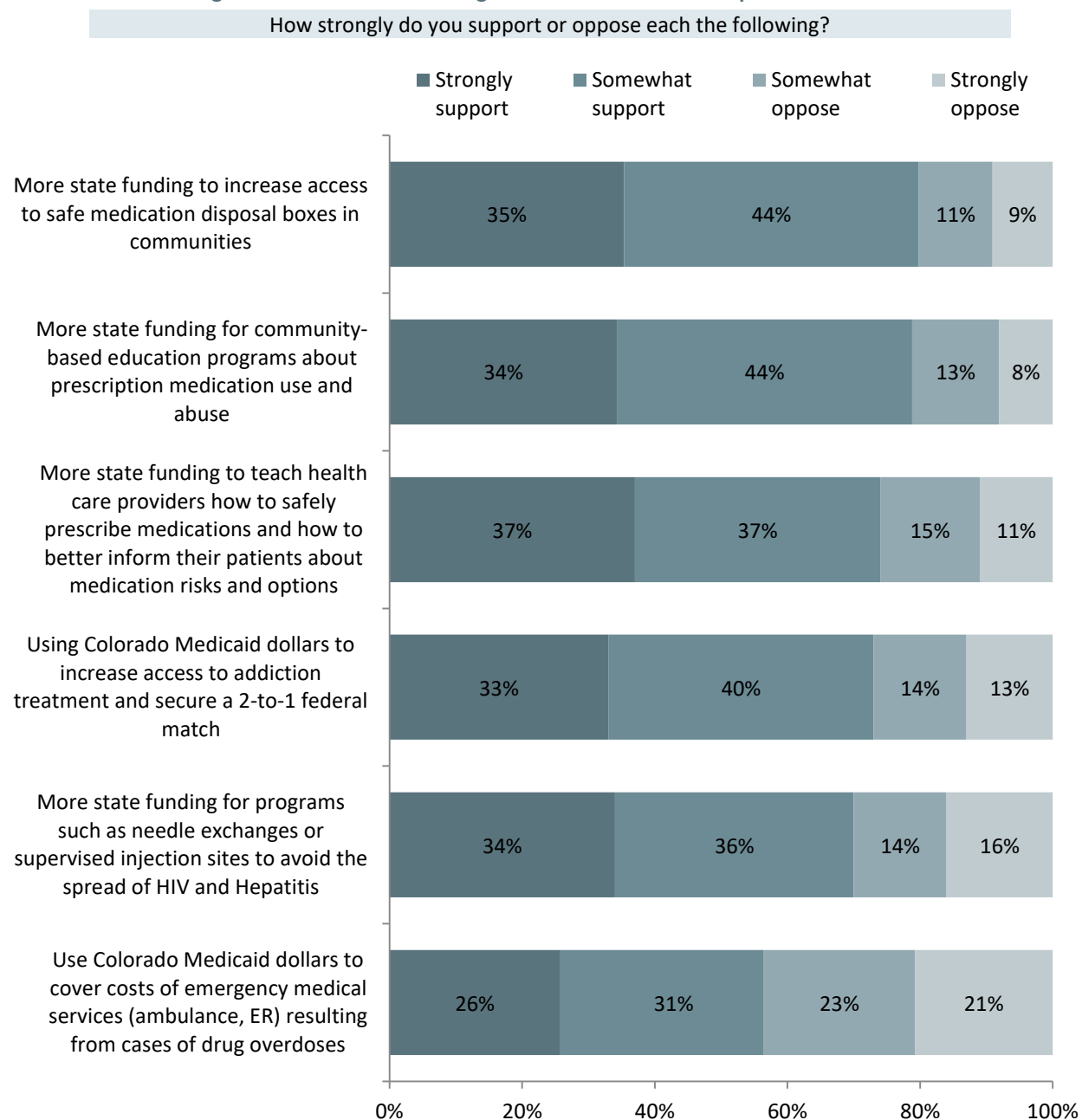
Figure 26: Likelihood of Taking Actions Related to Prescription Medication

Figure 27: Prevalence of Addiction

Do you know anyone who is, or has been, addicted to prescription drugs?

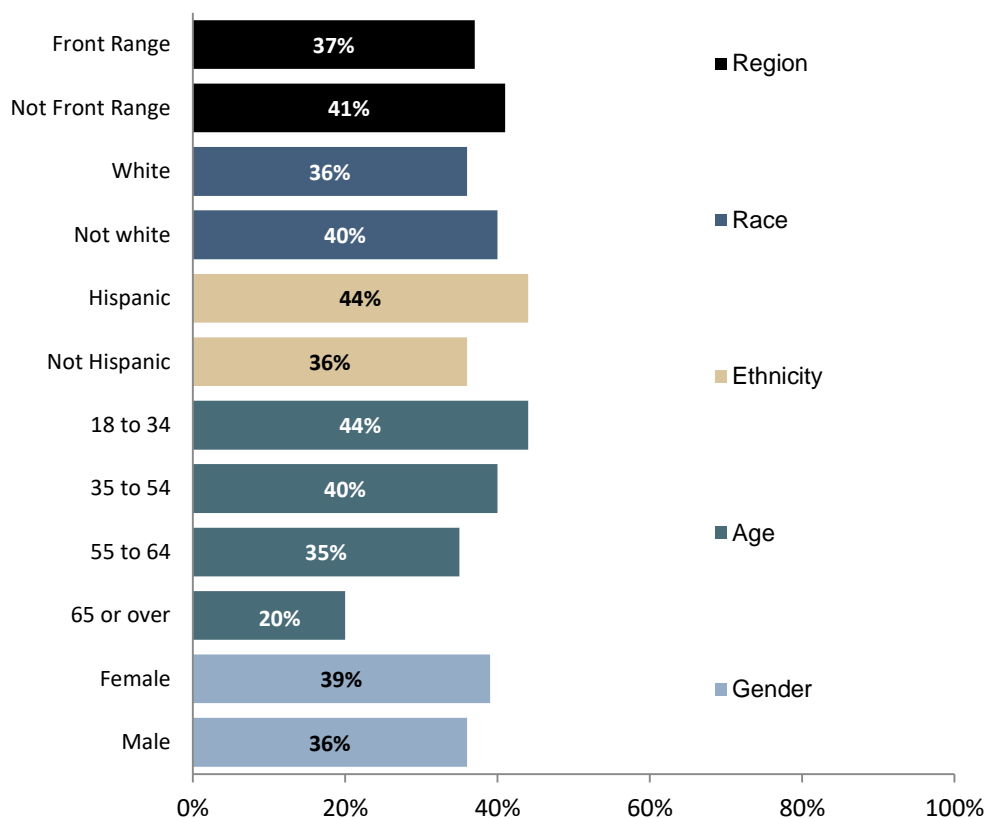


Figure 28: Interest in Naloxone

Naloxone (sold under the brand name Narcan) is a medication that serves as an antidote to drug overdoses. Knowing this, how likely would you be to keep a dosage of Naloxone available at your home or on your person?.

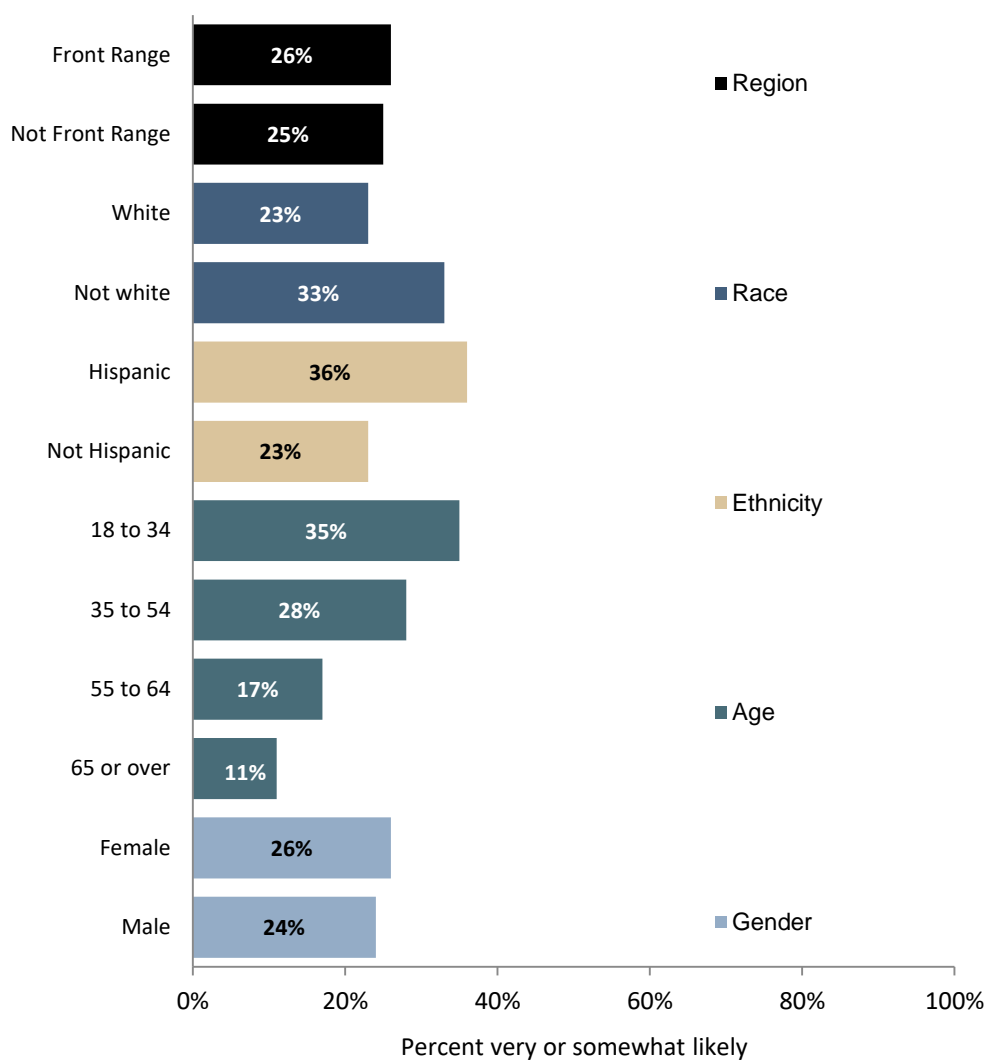
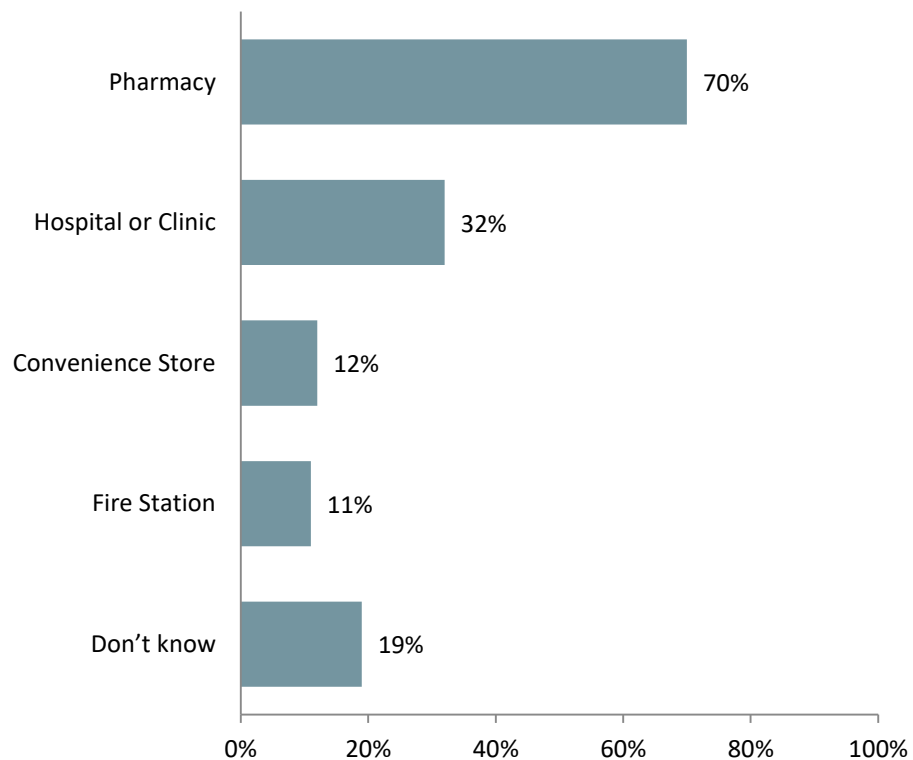


Figure 29: Source for Naloxone

If you felt it would be important for you to have access to Naloxone, which of the following places would you go to purchase it?



Appendix A: Frequencies of Survey Responses

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses.

Table 1: Question 1

How many people of each age group live in your household? Please include yourself but do not count anyone who is just visiting or staying temporarily.	Average number of people	Standard Error	Minimum	Maximum
0 to 12 years old:	0.5	0.026	0	9
13 to 17 years old:	0.2	0.014	0	4
18 to 24 years old:	0.3	0.020	0	9
25 to 44 years old:	0.8	0.025	0	6
45 to 64 years old:	0.7	0.022	0	3
65 years or older:	0.3	0.018	0	9
All ages	2.8	0.043	1	12

Table 2: Question 2

How many prescription medications do you currently have in your household? Please include medications for all people and pets in your household.*	Percent of respondents
None	20%
1-3	33%
4-6	21%
7 or more	23%
Don’t know	3%
Total	100%

*(Count each medication that has been prescribed, including things like inhalers, creams and ointments, pet medications, and liquids as well as pills. If it helps, you can go to the place you store your medications and count them.)

Table 3: Question 3a

Which of the following prescription medications do you have in your household?	Yes	No	Don't know	Total
Antibiotics (like penicillin, Z-Pak, and Amoxicillin)	27%	70%	3%	100%
Pain relievers (like Vicodin, OxyContin, and Percocet)	33%	65%	2%	100%
Stimulants (like Ritalin, Adderall, and Dexedrine)	11%	86%	3%	100%
Anti-anxiety medication (like Xanax, Valium, and Ativan)	28%	70%	2%	100%
Sleeping pills (like Ambien, Sonata, and Lunesta)	24%	74%	2%	100%

Asked only if 'How many prescription medications do you currently have in your household?' does not equal 'None'

Table 4: Question 3b

For each of the prescriptions medications you have, please tell us if they are currently being used or not currently being used.	Have some that are being used	Have some not currently being used	Don't know	Total
Antibiotics (like penicillin, Z-Pak, and Amoxicillin)	48%	51%	2%	100%
Pain relievers (like Vicodin, OxyContin, and Percocet)	52%	45%	3%	100%
Stimulants (like Ritalin, Adderall, and Dexedrine)	76%	22%	2%	100%
Anti-anxiety medication (like Xanax, Valium, and Ativan)	80%	18%	2%	100%
Sleeping pills (like Ambien, Sonata, and Lunesta)	66%	29%	4%	100%

Table 5: Question 4

Where do you keep your prescription medications? (Check all that apply.)*	Prescription medication in home		
	At least one	None/Don't know	Total
In a cabinet or drawer	67%	48%	63%
Out in the open (like on a countertop or table)	21%	11%	18%
In a locked cabinet or drawer	12%	11%	12%
Other	6%	15%	8%
In a cabinet or drawer with a child safety latch	8%	7%	8%
Don't know	1%	14%	4%

**(If you don't currently have prescription medications, where do you keep them when you do have them?)*

Table 6: Question 5

Were the prescription medications currently in your home prescribed after visiting any of the following healthcare locations or facilities? (Check all that apply.)	Percent of respondents
Doctor's Office	85%
Hospital	16%
Emergency Room	11%
Urgent Care/Clinic	10%
Dentist	9%
Veterinarian	7%
None of the above	4%

Table 7: Question 6

Have you ever encountered a situation where a prescription medication was missing from your home?	Percent of respondents
Yes	8%
No	90%
Don't know	2%
Total	100%

Table 8: Question 7

To the best of your knowledge, which of the following types of medications does "opioids" refer to? (Select one.)	Percent of respondents
Anti-anxiety	6%
Antibiotics	2%
Pain relievers	75%
Sleeping pills	2%
Stimulants	5%
Don't know	10%
Total	100%

Table 9: Question 8

Have you ever been prescribed a pain reliever?	Percent of respondents
Yes	79%
No	19%
Don't know	2%
Total	100%

Table 10: Question 8a

When you were prescribed a pain reliever, which of the following things (if any) did your health care provider discuss with you?	Yes	No	Don't know	Total
Possible interactions with other medication you take	68%	26%	6%	100%
Importance of taking medication as prescribed	84%	12%	4%	100%
How long you should take this medication	87%	11%	2%	100%
This medication could be habit-forming	64%	31%	6%	100%
Alternatives to prescription pain relievers	49%	45%	6%	100%
Instructions on safely storing medication	42%	53%	6%	100%
Instructions on safely disposing of medication	32%	63%	5%	100%

Asked only if 'Have you ever been prescribed a pain reliever?' equals 'yes'

Table 11: Question 8b, 8c & 8d

	Yes	No	Don't know	Total
At the time you were prescribed a pain reliever, did you also have anti-anxiety medication in your home?	24%	73%	3%	100%
Were the prescription pain reliever and anti-anxiety medications prescribed by the same health care professional?	52%	45%	3%	100%
Were you given any warnings about taking both prescription pain relievers and anti-anxiety medications together?	50%	43%	7%	100%

Asked only if 'Have you ever been prescribed a pain reliever?' equals 'yes'

Table 12: Question 9

Have you ever used a prescription medication in a different way than was prescribed for you (i.e., took more pills than prescribed or took them more often than prescribed)?	Percent of respondents
Yes, in the past year	8%
Yes, but not in the past year	12%
Never	77%
Don't know	2%
Total	100%

Table 13: Question 9a

Why did you use the medication in a different way than was prescribed? (Check all that apply.)	Percent of respondents
To relieve pain	60%
To help me sleep	34%
To relieve stress, anxiety or depression	29%
For recreation, a good feeling, to get high	25%
To relieve other physical problems	22%
To help me stay awake or focus	13%
Don't know/not sure	4%
Other	3%

Asked only if 'Have you ever used a prescription medication in a different way than was prescribed for you?' equals 'Yes, in the past year' or 'Yes, but not in the past year'

Table 14: Question 10

Have you ever used a prescription medication that was not prescribed for you?	Percent of respondents
Yes, in the past year	8%
Yes, but not in the past year	19%
Never	72%
Don't know	1%
Total	100%

Table 15: Question 10a

Why did you use a medication that was not prescribed for you? (Check all that apply.)	Percent of respondents
To relieve pain	56%
To help me sleep	28%
To relieve other physical problems	21%
For recreation, a good feeling, to get high	20%
To relieve stress, anxiety or depression	15%
To help me stay awake or focus	12%
Don't know/not sure	3%
Other	3%

Asked only if 'Have you ever used a prescription medication that was not prescribed for you?' equals 'Yes, in the past year' or 'Yes, but not in the past year'

Table 16: Question 11

How strongly do you agree or disagree with the following statements? There are no right or wrong answers, we want your honest opinion.	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Total
There is a problem in my community with people using prescription medications to get high	28%	29%	13%	9%	22%	100%
There is a problem in my community with people taking prescription medications from other family members	18%	27%	12%	14%	30%	100%
In most cases, prescription medication overdose happens because people get confused about how to use medications	13%	28%	28%	20%	10%	100%
I am concerned that someone I know might use a medication that wasn't prescribed for them	13%	17%	19%	43%	9%	100%
I have allowed a family member or friend to use medications that were originally prescribed for me	7%	16%	11%	62%	4%	100%
I keep leftover or expired prescription medications to use again, in case I have the same problems	16%	32%	15%	34%	3%	100%
I usually put leftover or expired prescription medications in the trash	12%	20%	16%	48%	4%	100%
I usually flush leftover or expired prescription medications down the toilet	8%	12%	13%	63%	4%	100%
I have heard about "drug take-back" events in my community where I can drop off medications for disposal	36%	22%	10%	24%	8%	100%
I have gone to a "drug take-back" event in my community to dispose of leftover or expired medications	16%	10%	10%	57%	6%	100%
I have returned leftover or expired prescription medications to a safe disposal box at a pharmacy, police or sheriff's department in my community	25%	11%	13%	45%	5%	100%

Table 17: Question 12

In the past year, have you seen or heard any of the following messages? (Check all that apply.)	Percent of respondents
Prescription medication abuse is a growing problem in Colorado	57%
Never take multiple prescription medications without asking a doctor or pharmacist if it's safe	53%
Ask your doctor questions about the dangers and alternatives to prescription medicines	46%
It is not safe to share my prescription medications or give them to my friends	45%
There are locations in my community where I can safely dispose of leftover or expired medications	42%
It is important to lock up your prescription medications	42%

Table 18: Question 12a

Where did you hear or see this message? (Check all that apply.)	A news story on television	A news story on radio	An online news story or post	An advertisement on television	An advertisement on radio	An online advertisement	On a billboard	Poster or display at a pharmacy
Ask your doctor questions about the dangers and alternatives to prescription medicines	37%	12%	20%	47%	15%	17%	12%	26%
It is important to lock up your prescription medications	44%	11%	20%	37%	9%	12%	11%	19%
There are locations in my community where I can safely dispose of leftover or expired medications	39%	13%	22%	20%	11%	10%	16%	25%
Prescription medication abuse is a growing problem in Colorado	65%	20%	25%	21%	11%	9%	8%	11%
Never take multiple prescription medications without asking a doctor or pharmacist if it's safe	33%	7%	16%	37%	8%	12%	10%	30%
It is not safe to share my prescription medications or give them to my friends	38%	11%	18%	30%	10%	13%	11%	27%

Asked only if 'In the past year, have you seen or heard any of the following messages?' equals 'yes' for the specific message

Table 19: Question 13

How likely or unlikely would you be to do the following?	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know	Total
Attend a community meeting about safe use, storage and disposal of prescription medications	9%	18%	25%	42%	6%	100%
Get information from a website about safe use, storage and disposal of prescription medications	23%	36%	19%	19%	4%	100%
Take your leftover or expired prescription medications to a safe disposal box at pharmacy, police station or sheriff's office in your community	34%	32%	13%	17%	5%	100%
Talk to people in your community, to help educate them about safe use, storage and disposal of prescription medications	12%	22%	25%	34%	8%	100%

Table 20: Question 14

How strongly do you support or oppose each the following?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
More state funding for community-based education programs about prescription medication use and abuse	31%	41%	12%	8%	8%	100%
More state funding for programs such as needle exchanges or supervised injection sites to avoid the spread of HIV and Hepatitis	32%	33%	13%	14%	8%	100%
More state funding to teach health care providers how to safely prescribe medications and how to better inform their patients about medication risks and options	34%	34%	14%	10%	7%	100%
More state funding to increase access to safe medication disposal boxes in communities	33%	41%	10%	9%	8%	100%
Using Colorado Medicaid dollars to increase access to addiction treatment and secure a 2-to-1 federal match	30%	36%	12%	11%	11%	100%
Use Colorado Medicaid dollars to cover costs of emergency medical services (ambulance, ER) resulting from cases of drug overdoses	23%	27%	20%	19%	10%	100%

Table 21: Question 15

Do you know anyone who is, or has been, addicted to prescription drugs?	Percent of respondents
Yes	37%
No	56%
Don't know	6%
Total	100%

Table 22: Question 16

Naloxone (sold under the brand name Narcan) is a medication that serves as an antidote to drug overdoses. Knowing this, how likely would you be to keep a dosage of Naloxone available at your home or on your person?	Percent of respondents
Very likely	11%
Somewhat likely	15%
Somewhat unlikely	20%
Very unlikely	48%
Don't know	7%
Total	100%

Table 23: Question 17

If you felt it would be important for you to have access to Naloxone, which of the following places would you go to purchase it? (Check all that apply.)	Percent of respondents
Pharmacy	70%
Hospital or Clinic	32%
Don't know	19%
Convenience Store	12%
Fire Station	11%

Table 24: Question D1

What is your age?	Percent of respondents
18 to 24	11%
25 to 34	21%
35 to 44	20%
45 to 54	14%
55 to 64	16%
65 or over	17%
Total	100%

Table 25: Question D2

Are you...?	Percent of respondents
Female	50%
Male	50%
Total	100%

Table 26: Question D3

Which best describes the area where you live?	Percent of respondents
Urban (city)	28%
Suburban	47%
Rural town	13%
Rural area	9%
Don't know	2%
Total	100%

Table 27: Question D4

Which of the following races or ethnicities do you consider yourself to be? (Check all that apply.)	Percent of respondents
American Indian or Alaskan native	3%
Asian or Pacific Islander	3%
Black/African American	3%
Spanish, Hispanic or Latino	19%
White/Caucasian	81%
Other	2%

Table 28: Question D5

What language is most often spoken in your household?	Percent of respondents
English	96%
Spanish	3%
Other	1%
Total	100%

Table 29: Question D6

What is your current health insurance status? (Check all that apply.)	Percent of respondents
Private insurance through work	46%
Private insurance, purchased on my own	14%
Medicaid	22%
Medicare	20%
Uninsured	7%

Appendix B: Frequencies by Group

Summary statistics for select survey questions are compared by respondent characteristics in the following tables.

Table 30: Question 1 by Group

How many people of each age group live in your household? Please include yourself but do not count anyone who is just visiting or staying temporarily.	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
0 to 12 years old:	0.5	0.4	0.4	0.7	0.7	0.4	0.7	0.6	0.2	0.0	0.6	0.4
13 to 17 years old:	0.2	0.2	0.2	0.3	0.3	0.2	0.2	0.4	0.1	0.1	0.2	0.2
18 to 24 years old:	0.3	0.3	0.3	0.4	0.5	0.3	0.6	0.3	0.2	0.0	0.3	0.3
25 to 44 years old:	0.9	0.7	0.8	1.0	1.1	0.8	1.3	1.0	0.3	0.1	0.9	0.8
45 to 64 years old:	0.6	0.7	0.7	0.6	0.7	0.7	0.3	0.8	1.5	0.2	0.7	0.6
65 years or older:	0.3	0.4	0.4	0.2	0.1	0.4	0.1	0.1	0.2	1.5	0.2	0.5

Table 31: Question 2 by Group

How many prescription medications do you currently have in your household? Please include medications for all people and pets in your household.*	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
None	19%	25%	18%	24%	25%	18%	25%	20%	16%	11%	17%	22%
1-3	33%	32%	33%	34%	31%	33%	41%	32%	30%	24%	35%	31%
4-6	22%	19%	22%	20%	22%	22%	17%	22%	22%	28%	21%	22%
7 or more	23%	22%	24%	20%	20%	24%	14%	25%	27%	31%	24%	21%
Don't know	3%	3%	3%	3%	2%	3%	3%	1%	4%	6%	2%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*(Count each medication that has been prescribed, including things like inhalers, creams and ointments, pet medications, and liquids as well as pills. If it helps, you can go to the place you store your medications and count them.)

Table 32: Question 3a by Group

Which of the following prescription medications do you have in your household? (Percent Yes)	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
Antibiotics (like penicillin, Z-Pak, and Amoxicillin)	26%	31%	26%	30%	32%	26%	36%	28%	19%	18%	28%	27%
Pain relievers (like Vicodin, OxyContin, and Percocet)	32%	37%	32%	35%	34%	33%	38%	37%	24%	25%	35%	30%
Stimulants (like Ritalin, Adderall, and Dexedrine)	11%	11%	9%	16%	18%	10%	20%	12%	4%	1%	10%	12%
Anti-anxiety medication (like Xanax, Valium, and Ativan)	28%	29%	27%	32%	36%	27%	35%	34%	20%	14%	32%	25%
Sleeping pills (like Ambien, Sonata, and Lunesta)	24%	20%	21%	32%	35%	21%	27%	28%	17%	17%	20%	28%

Asked only if 'How many prescription medications do you currently have in your household?' does not equal 'None'

Table 33: Question 3b by Group

For each of the prescriptions medications you have, please tell us if they are currently being used or not currently being used. (Percent currently using, if have)	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
Antibiotics (like penicillin, Z-Pak, and Amoxicillin)	49%	45%	47%	50%	49%	47%	50%	54%	37%	31%	48%	47%
Pain relievers (like Vicodin, OxyContin, and Percocet)	54%	46%	49%	62%	60%	51%	46%	62%	53%	41%	52%	52%
Stimulants (like Ritalin, Adderall, and Dexedrine)	77%	72%	81%	68%	68%	79%	76%	75%	82%	60%	73%	79%
Anti-anxiety medication (like Xanax, Valium, and Ativan)	81%	78%	77%	88%	87%	78%	80%	82%	85%	66%	82%	77%
Sleeping pills (like Ambien, Sonata, and Lunesta)	66%	70%	63%	73%	69%	66%	72%	69%	56%	55%	76%	59%

Table 34: Question 4 by Group

Where do you keep your prescription medications? (Check all that apply.)*	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
In a cabinet or drawer	63%	61%	66%	54%	54%	65%	57%	63%	62%	73%	63%	62%
Out in the open (like on a countertop or table)	19%	14%	20%	13%	14%	19%	20%	15%	23%	16%	19%	17%
In a locked cabinet or drawer	12%	12%	9%	19%	20%	10%	16%	14%	7%	5%	13%	11%
Other	8%	9%	7%	12%	13%	7%	7%	10%	7%	8%	8%	9%
In a cabinet or drawer with a child safety latch	8%	7%	7%	11%	10%	8%	13%	8%	5%	2%	9%	7%
Don't know	4%	5%	3%	6%	5%	4%	6%	3%	4%	2%	2%	6%

*(If you don't currently have prescription medications, where do you keep them when you do have them?)

Table 35: Question 5 by Group

Were the prescription medications currently in your home prescribed after visiting any of the following healthcare locations or facilities? (Check all that apply.)	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
Doctor's Office	86%	82%	86%	81%	80%	86%	77%	89%	89%	87%	86%	84%
Hospital	15%	18%	16%	16%	14%	17%	21%	13%	12%	17%	14%	19%
Emergency Room	10%	11%	10%	13%	13%	10%	18%	10%	9%	1%	11%	10%
Urgent Care/Clinic	10%	10%	9%	13%	12%	10%	18%	8%	6%	6%	8%	12%
Dentist	8%	13%	9%	8%	8%	9%	12%	6%	8%	11%	9%	9%
Veterinarian	7%	5%	8%	4%	4%	8%	6%	7%	6%	9%	9%	4%
None of the above	4%	5%	3%	5%	6%	3%	5%	2%	5%	5%	4%	4%

Table 36: Question 6 by Group

Have you ever encountered a situation where a prescription medication was missing from your home?	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
Yes	8%	8%	6%	10%	9%	7%	12%	8%	4%	1%	8%	7%
No	90%	88%	92%	86%	86%	91%	84%	90%	95%	96%	90%	90%
Don't know	2%	4%	2%	4%	5%	2%	4%	2%	1%	3%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 37: Question 7 by Group

To the best of your knowledge, which of the following types of medications does "opioids" refer to? (Select one.)	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
Anti-anxiety	6%	6%	6%	6%	6%	6%	7%	5%	4%	6%	6%	6%
Antibiotics	3%	2%	2%	3%	3%	2%	3%	2%	1%	5%	2%	3%
Pain relievers	75%	77%	77%	69%	71%	76%	69%	79%	78%	76%	76%	75%
Sleeping pills	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	1%	3%
Stimulants	5%	5%	5%	4%	4%	5%	6%	5%	6%	2%	6%	4%
Don't know	10%	9%	7%	15%	14%	9%	12%	8%	9%	9%	9%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 38: Question 8 by Group

Have you ever been prescribed a pain reliever?	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
Yes	78%	81%	81%	72%	70%	81%	73%	85%	81%	74%	84%	73%
No	20%	17%	17%	25%	27%	18%	24%	14%	18%	22%	15%	24%
Don't know	2%	3%	2%	3%	3%	2%	3%	1%	1%	5%	1%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 39: Question 8a by Group

When you were prescribed a pain reliever, which of the following things (if any) did your health care provider discuss with you? (Percent Yes)	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
Possible interactions with other medication you take	67%	74%	65%	75%	76%	66%	68%	71%	65%	64%	65%	71%
Importance of taking medication as prescribed	83%	89%	83%	88%	90%	83%	86%	85%	85%	81%	85%	83%
How long you should take this medication	86%	90%	87%	87%	90%	86%	84%	88%	88%	89%	87%	87%
This medication could be habit-forming	62%	73%	63%	66%	70%	63%	60%	67%	65%	63%	63%	65%
Alternatives to prescription pain relievers	48%	54%	47%	53%	57%	47%	49%	50%	48%	45%	53%	44%
Instructions on safely storing medication	40%	50%	40%	46%	49%	40%	40%	42%	39%	47%	42%	41%
Instructions on safely disposing of medication	30%	41%	29%	42%	43%	30%	31%	34%	33%	29%	31%	34%

Asked only if 'Have you ever been prescribed a pain reliever?' equals 'yes'

Table 40: Question 8b, 8c & 8d by Group

(Percent Yes)	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
At the time you were prescribed a pain reliever, did you also have anti-anxiety medication in your home?	25%	21%	23%	29%	29%	24%	30%	26%	20%	15%	27%	22%
Were the prescription pain reliever and anti-anxiety medications prescribed by the same health care professional?	54%	42%	49%	59%	63%	49%	47%	55%	59%	48%	48%	57%
Were you given any warnings about taking both prescription pain relievers and anti-anxiety medications together?	50%	51%	41%	71%	74%	44%	52%	54%	52%	31%	52%	48%

Asked only if 'Have you ever been prescribed a pain reliever?' equals 'yes'

Table 41: Question 9 by Group

Have you ever used a prescription medication in a different way than was prescribed for you (i.e., took more pills than prescribed or took them more often than prescribed)?	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
Yes, in the past year	8%	9%	7%	11%	11%	8%	13%	10%	3%	3%	5%	12%
Yes, but not in the past year	13%	9%	12%	12%	12%	12%	17%	14%	8%	0%	11%	13%
Never	77%	79%	79%	74%	74%	78%	67%	74%	87%	95%	82%	73%
Don't know	2%	3%	2%	3%	2%	3%	3%	2%	1%	2%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 42: Question 9a by Group

Why did you use the medication in a different way than was prescribed? (Check all that apply.)	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
To relieve pain	60%	64%	63%	57%	61%	61%	59%	60%	61%	100%	68%	56%
To help me sleep	34%	33%	36%	32%	31%	36%	33%	38%	26%	29%	39%	32%
To relieve stress, anxiety or depression	28%	32%	29%	30%	30%	29%	39%	19%	27%	29%	37%	25%
For recreation, a good feeling, to get high	23%	32%	25%	23%	23%	25%	28%	24%	17%	0%	16%	30%
To relieve other physical problems	22%	26%	19%	29%	34%	19%	26%	18%	7%	71%	22%	23%
To help me stay awake or focus	13%	14%	12%	17%	19%	12%	15%	16%	2%	0%	11%	15%
Don't know/not sure	4%	3%	2%	6%	4%	3%	6%	2%	3%	0%	3%	4%
Other	3%	3%	2%	5%	5%	3%	2%	4%	4%	0%	3%	3%

Asked only if 'Have you ever used a prescription medication in a different way than was prescribed for you?' equals 'Yes, in the past year' or 'Yes, but not in the past year'

Table 43: Question 10 by Group

Have you ever used a prescription medication that was not prescribed for you?	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
Yes, in the past year	8%	9%	8%	9%	8%	8%	13%	8%	5%	2%	7%	9%
Yes, but not in the past year	19%	18%	19%	18%	20%	18%	21%	22%	15%	11%	20%	17%
Never	73%	72%	73%	71%	71%	73%	63%	70%	79%	87%	72%	73%
Don't know	1%	2%	1%	2%	1%	1%	2%	1%	1%	0%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 44: Question 10a by Group

Why did you use a medication that was not prescribed for you? (Check all that apply.)	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
To relieve pain	55%	57%	55%	58%	57%	56%	59%	55%	56%	41%	60%	52%
To help me sleep	31%	15%	26%	33%	36%	26%	37%	27%	12%	11%	23%	33%
To relieve other physical problems	21%	23%	22%	17%	17%	22%	23%	18%	24%	18%	20%	21%
For recreation, a good feeling, to get high	18%	30%	20%	19%	19%	20%	26%	18%	17%	0%	12%	29%
To relieve stress, anxiety or depression	14%	21%	16%	14%	14%	16%	22%	12%	8%	8%	18%	12%
To help me stay awake or focus	13%	7%	13%	8%	8%	13%	16%	13%	1%	0%	10%	14%
Don't know/not sure	3%	4%	4%	2%	1%	4%	2%	1%	4%	21%	3%	4%
Other	2%	5%	3%	3%	3%	3%	1%	3%	5%	8%	3%	3%

Asked only if 'Have you ever used a prescription medication that was not prescribed for you?' equals 'Yes, in the past year' or 'Yes, but not in the past year')

Table 45: Question 11 by Group

How strongly do you agree or disagree with the following statements? There are no right or wrong answers, we want your honest opinion. (Percent somewhat or strongly agree)	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
There is a problem in my community with people using prescription medications to get high	72%	76%	75%	66%	64%	74%	68%	73%	76%	74%	74%	70%
There is a problem in my community with people taking prescription medications from other family members	61%	71%	66%	57%	57%	65%	60%	62%	71%	67%	64%	62%
In most cases, prescription medication overdose happens because people get confused about how to use medications	47%	42%	43%	52%	52%	44%	46%	42%	47%	52%	47%	45%
I am concerned that someone I know might use a medication that wasn't prescribed for them	33%	32%	31%	37%	35%	32%	39%	32%	30%	26%	29%	36%
I have allowed a family member or friend to use medications that were originally prescribed for me	25%	20%	24%	24%	22%	25%	33%	26%	16%	13%	26%	23%
I keep leftover or expired prescription medications to use again, in case I have the same problems	50%	47%	50%	48%	48%	50%	56%	53%	44%	35%	52%	47%
I usually put leftover or expired prescription medications in the trash	35%	29%	31%	42%	43%	32%	43%	38%	23%	17%	32%	35%
I usually flush leftover or expired prescription medications down the toilet	21%	23%	18%	30%	26%	20%	26%	23%	16%	18%	23%	20%
I have heard about "drug take-back" events in my community where I can drop off medications for disposal	63%	63%	65%	56%	58%	64%	50%	64%	73%	71%	63%	62%
I have gone to a "drug take-back" event in my community to dispose of leftover or expired medications	27%	33%	28%	29%	30%	27%	26%	24%	32%	33%	28%	28%
I have returned leftover or expired prescription medications to a safe disposal box at a pharmacy, police or sheriff's department in my community	38%	42%	38%	41%	42%	38%	34%	34%	41%	53%	36%	41%

Table 46: Question 12 by Group

In the past year, have you seen or heard any of the following messages? (Check all that apply.)	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
Prescription medication abuse is a growing problem in Colorado	56%	63%	59%	52%	55%	57%	47%	55%	64%	74%	54%	60%
Never take multiple prescription medications without asking a doctor or pharmacist if it's safe	52%	58%	53%	53%	55%	52%	55%	49%	54%	54%	55%	51%
Ask your doctor questions about the dangers and alternatives to prescription medicines	45%	51%	47%	47%	47%	47%	59%	42%	38%	41%	47%	47%
It is not safe to share my prescription medications or give them to my friends	43%	54%	46%	42%	42%	46%	41%	42%	48%	56%	48%	43%
There are locations in my community where I can safely dispose of leftover or expired medications	42%	43%	44%	37%	38%	43%	33%	41%	51%	53%	45%	40%
It is important to lock up your prescription medications	41%	46%	40%	45%	47%	40%	40%	44%	37%	44%	44%	39%

Table 47: Question 13 by Group

How likely or unlikely would you be to do the following? (Percent somewhat or very likely)	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
Attend a community meeting about safe use, storage and disposal of prescription medications	27%	37%	24%	40%	41%	25%	36%	30%	25%	14%	28%	29%
Get information from a website about safe use, storage and disposal of prescription medications	62%	57%	60%	63%	64%	60%	63%	65%	62%	48%	66%	56%
Take your leftover or expired prescription medications to a safe disposal box at pharmacy, police station or sheriff's office in your community	69%	67%	70%	64%	64%	70%	63%	69%	73%	76%	71%	66%
Talk to people in your community, to help educate them about safe use, storage and disposal of prescription medications	36%	41%	36%	39%	37%	36%	45%	36%	31%	30%	36%	37%

Table 48: Question 14 by Group

How strongly do you support or oppose each the following? (Percent somewhat or strongly support)	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
More state funding for community-based education programs about prescription medication use and abuse	79%	76%	79%	76%	78%	79%	83%	78%	78%	70%	83%	73%
More state funding for programs such as needle exchanges or supervised injection sites to avoid the spread of HIV and Hepatitis	71%	68%	71%	70%	71%	70%	78%	69%	66%	62%	74%	67%
More state funding to teach health care providers how to safely prescribe medications and how to better inform their patients about medication risks and options	75%	68%	74%	75%	77%	73%	81%	76%	70%	60%	78%	69%
More state funding to increase access to safe medication disposal boxes in communities	79%	80%	80%	79%	78%	80%	79%	80%	80%	78%	85%	74%
Using Colorado Medicaid dollars to increase access to addiction treatment and secure a 2-to-1 federal match	74%	71%	74%	73%	74%	74%	76%	76%	73%	64%	76%	71%
Use Colorado Medicaid dollars to cover costs of emergency medical services (ambulance, ER) resulting from cases of drug overdoses	56%	58%	56%	58%	58%	56%	62%	54%	56%	51%	60%	53%

Table 49: Question 15 by Group

Do you know anyone who is, or has been, addicted to prescription drugs?	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
Yes	37%	41%	36%	40%	44%	36%	44%	40%	35%	20%	39%	36%
No	57%	52%	57%	54%	52%	58%	49%	56%	58%	73%	55%	58%
Don't know	6%	6%	6%	6%	4%	7%	7%	5%	7%	7%	6%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 50: Question 16 by Group

Naloxone (sold under the brand name Narcan) is a medication that serves as an antidote to drug overdoses. Knowing this, how likely would you be to keep a dosage of Naloxone available at your home or on your person?	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
Very likely	11%	12%	9%	17%	18%	9%	16%	12%	6%	4%	10%	11%
Somewhat likely	15%	13%	14%	16%	18%	14%	19%	16%	11%	7%	16%	13%
Somewhat unlikely	20%	20%	20%	20%	17%	21%	19%	20%	13%	27%	17%	22%
Very unlikely	47%	49%	51%	38%	39%	49%	38%	43%	64%	59%	49%	46%
Don't know	8%	5%	7%	9%	7%	7%	9%	8%	7%	3%	7%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 51: Question 17 by Group

If you felt it would be important for you to have access to Naloxone, which of the following places would you go to purchase it? (Check all that apply.)	Region		Race		Hispanic		Age				Gender	
	Front Range	Not Front Range	White	Not white	Hispanic	Not Hispanic	18 to 34	35 to 54	55 to 64	65 or over	Female	Male
Pharmacy	71%	63%	70%	68%	68%	70%	69%	71%	70%	67%	69%	71%
Hospital or Clinic	32%	33%	29%	41%	42%	30%	43%	31%	22%	26%	32%	32%
Don't know	19%	24%	20%	18%	19%	20%	17%	20%	21%	23%	19%	20%
Convenience Store	12%	13%	11%	15%	16%	11%	20%	11%	8%	3%	12%	13%
Fire Station	11%	10%	11%	9%	9%	11%	10%	11%	10%	11%	9%	12%

Appendix C: Survey Background and Methods

In partnership with the Colorado Consortium for Prescription Drug Abuse Prevention (CCPDAP), Webb Strategic Communications was tasked to develop an awareness campaign to promote the safe use, storage and disposal of prescription medications in Colorado. This work began in 2014 and has led to the development of the “Take Meds Seriously” public education campaign. In 2014 and 2015 NRC worked with Webb Strategic Communications in association with CCPDAP to conduct surveys to inform this campaign and to measure its impact.

In 2018, Webb Strategic Communications contracted with NRC to conduct a new statewide survey to help assess the current level of knowledge and awareness of issues related to the safe use, storage and disposal of prescription medications and to gather new information to help guide future work. This survey was implemented in July 2018. CCPDAP sponsored this research under its contract with Webb Strategic Communications. For more information on this effort, please contact Andy Cohen at acohen@webbstrategic.com.

In 2018, a total of 1,400 Colorado residents completed the survey. They were contacted via two methods. The purchase of a web panel of 1,200 Colorado adult respondents from SurveyGizmo and 200 telephone interviews conducted by Aspen Media, both based in Boulder, Colorado. The telephone interviewees were reached by random-digit dialing and were conducted to ensure that those with less access to, or interest in technology were included. Residents from non-Front Range counties were oversampled, relative to their population to ensure their representation.

The results were adjusted through a process known as weighting to be as reflective of Colorado’s overall population, as possible, using information available from the 2010 Census and 2016 American Community Survey accessed via the Colorado State Demography office (<https://demography.dola.colorado.gov/population/data/race-estimate/#county-race-by-age-estimates>). First, weights were applied separately within each area of Colorado (Front Range and non-Front Range counties) to adjust the sociodemographic characteristics of the respondents (ethnicity, race, sex and age) to match the sociodemographic characteristics of the region. The two regions (Front Range and non-Front Range counties) then were weighted to reflect the proper proportion of each within the entire state of Colorado. The results of the weighting are presented on the following page.

Table 52: Weighting Table

	Population*	Unweighted	Weighted
Female	50%	69%	50%
Male	50%	31%	50%
White only	72%	76%	72%
Other	28%	24%	28%
Hispanic	20%	12%	20%
Not Hispanic	80%	88%	81%
Age 18-34	32%	36%	32%
Age 35-54	34%	35%	34%
Age 55-64	16%	20%	16%
Age 65+	17%	9%	18%
Front Range	83%	71%	83%
Not Front Range	17%	29%	17%

**2016 population estimates from <https://demography.dola.colorado.gov/population/data/race-estimate/#county-race-by-age-estimates>*

Interpretation of Findings

Survey responses are not based on a random selection of residents (i.e., while for the telephone survey, all adults in Colorado had an equal chance of being selected, that is not true for the web panelists as they had to be members of the panel to be selected). As such, a traditional margin of error is not calculated, but with a large number of respondents with wide geographic and demographic inclusion, these respondents are expected to be strongly reflective of the Colorado population.

Appendix D: Questionnaire

A copy of the survey questions can be found on the following pages.

The Colorado Consortium for Prescription Drug Abuse Prevention (CCPDAP) is developing an awareness campaign to promote the safe use, storage and disposal of prescription medications in Colorado. Please help us by completing this statewide survey to assess the current level of knowledge and awareness of issues related to the safe use, storage and disposal of prescription medications.

1. How many people of each age group live in your household? Please include yourself but do not count anyone who is just visiting or staying temporarily. (Please write one number for each age group and put zero if no one in your household is in the age group.)

0 to 12 years old: _____
 13 to 17 years old: _____
 18 to 24 years old: _____
 25 to 44 years old: _____
 45 to 64 years old: _____
 65 years or older: _____

2. How many prescription medications do you currently have in your household? Please include medications for all people and pets in your household. (Count each medication that has been prescribed, including things like inhalers, creams and ointments, pet medications, and liquids as well as pills. If it helps, you can go to the place you store your medications and count them.)

- ☐ None
☐ 1-3
☐ 4-6
☐ 7 or more
☐ Don't know

Logic: Hidden unless: #2 Question "How many prescription medications do you currently have in your household? Please include medications for all people and pets in your household. (Count each medication that has been prescribed, including things like inhalers, creams and ointments, pet medications, and liquids as well as pills. If it helps, you can go to the place you store your medications and count them.)" is not one of the following answers ("None")

3a. Which of the following prescription medications do you have in your household?

	Yes	No	Don't know
Antibiotics (like penicillin, Z-Pak, and Amoxicillin)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pain relievers (like Vicodin, OxyContin, and Percocet)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stimulants (like Ritalin, Adderall, and Dexedrine)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Anti-anxiety medication (like Xanax, Valium, and Ativan)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sleeping pills (like Ambien, Sonata, and Lunesta)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3b. For each of the prescriptions medications you have, please tell us if they are currently being used or not currently being used.

	Have some that are being used	Have some not currently being used	Don't know
Antibiotics (like penicillin, Z-Pak, and Amoxicillin)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pain relievers (like Vicodin, OxyContin, and Percocet)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stimulants (like Ritalin, Adderall, and Dexedrine)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Anti-anxiety medication (like Xanax, Valium, and Ativan)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sleeping pills (like Ambien, Sonata, and Lunesta)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Where do you keep your prescription medications? (Check all that apply.)*(If you don't currently have prescription medications, where do you keep them when you do have them?)*

- ☐ Out in the open (like on a countertop or table)
- ☐ In a cabinet or drawer
- ☐ In a cabinet or drawer with a child safety latch
- ☐ In a locked cabinet or drawer
- ☐ Other
- ☐ Don't know

Logic: Hidden unless: #2 Question "How many prescription medications do you currently have in your household? Please include medications for all people and pets in your household. (Count each medication that has been prescribed, including things like inhalers, creams and ointments, pet medications, and liquids as well as pills. If it helps, you can go to the place you store your medications and count them.)" is not one of the following answers ("None")

5. Were the prescription medications currently in your home prescribed after visiting any of the following healthcare locations or facilities? (Check all that apply.)

- ☐ Emergency Room
- ☐ Hospital
- ☐ Urgent Care/Clinic
- ☐ Doctor's Office
- ☐ Dentist
- ☐ Veterinarian
- ☐ None of the above

6. Have you ever encountered a situation where a prescription medication was missing from your home?

- ☐ Yes
- ☐ No
- ☐ Don't know

7. To the best of your knowledge, which of the following types of medications does "opioids" refer to? (Select one.)

- ☐ Anti-anxiety
- ☐ Antibiotics
- ☐ Pain relievers
- ☐ Sleeping pills
- ☐ Stimulants
- ☐ Don't know

8. Have you ever been prescribed a pain reliever?

- ☐ Yes
- ☐ No
- ☐ Don't know

Logic: Hidden unless: Question " Have you ever been prescribed a pain reliever?" is one of the following answers ("Yes ")

8a. When you were prescribed a pain reliever, which of the following things (if any) did your health care provider discuss with you?

	Yes	No	Don't know
Possible interactions with other medication you take	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Importance of taking medication as prescribed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How long you should take this medication	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This medication could be habit-forming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alternatives to prescription pain relievers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instructions on safely storing medication	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instructions on safely disposing of medication	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Logic: Hidden unless: Question " Have you ever been prescribed a pain reliever?" is one of the following answers ("Yes ")

8b. At the time you were prescribed a pain reliever, did you also have anti-anxiety medication in your home?

☐ Yes

☐ No

☐ Don't know

Logic: Hidden unless: Question " Have you ever been prescribed a pain reliever?" is one of the following answers ("Yes ")

8c. Were the prescription pain reliever and anti-anxiety medications prescribed by the same health care professional?

☐ Yes

☐ No

☐ Don't know

Logic: Hidden unless: Question "Have you ever been prescribed a pain reliever?" is one of the following answers ("Yes ")

8d. Were you given any warnings about taking both prescription pain relievers and anti-anxiety medications together?

☐ Yes

☐ No

☐ Don't know

9. Have you ever used a prescription medication in a different way than was prescribed for you (i.e., took more pills than prescribed or took them more often than prescribed)?

☐ Yes, in the past year

☐ Yes, but not in the past year

☐ Never

☐ Don't know

Logic: Hidden unless: #14 Question "Have you ever used a prescription medication in a different way than was prescribed for you (i.e., took more pills than prescribed or took them more often than prescribed)?" is one of the following answers ("Yes, in the past year", "Yes, but not in the past year")

9a. Why did you use the medication in a different way than was prescribed? (Check all that apply.)

- ☐ To relieve pain
- ☐ To help me sleep
- ☐ To relieve other physical problems
- ☐ For recreation, a good feeling, to get high
- ☐ To help me stay awake or focus
- ☐ To relieve stress, anxiety or depression
- ☐ Don't know/not sure
- ☐ Other - Write In: _____

10. Have you ever used a prescription medication that was not prescribed for you?

- ☐ Yes, in the past year
- ☐ Yes, but not in the past year
- ☐ Never
- ☐ Don't know

Logic: Hidden unless: #16 Question "Have you ever used a prescription medication that was not prescribed for you? " is one of the following answers ("Yes, in the past year", "Yes, but not in the past year")

10a. Why did you use a medication that was not prescribed for you? (Check all that apply.)

- ☐ To relieve pain
- ☐ To help me sleep
- ☐ To relieve other physical problems
- ☐ For recreation, a good feeling, to get high
- ☐ To help me stay awake or focus
- ☐ To relieve stress, anxiety or depression
- ☐ Don't know/not sure
- ☐ Other - Write In: _____

11. How strongly do you agree or disagree with the following statements? There are no right or wrong answers, we want your honest opinion. (Select one response for each item.)

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
There is a problem in my community with people using prescription medications to get high	()	()	()	()	()
There is a problem in my community with people taking prescription medications from other family members	()	()	()	()	()
In most cases, prescription medication overdose happens because people get confused about how to use medications	()	()	()	()	()
I am concerned that someone I know might use a medication that wasn't prescribed for them	()	()	()	()	()
I have allowed a family member or friend to use medications that were originally prescribed for me	()	()	()	()	()
I keep leftover or expired prescription medications to use again, in case I have the same problems	()	()	()	()	()
I usually put leftover or expired prescription medications in the trash	()	()	()	()	()
I usually flush leftover or expired prescription medications down the toilet	()	()	()	()	()
I have heard about "drug take-back" events in my community where I can drop off medications for disposal	()	()	()	()	()
I have gone to a "drug take-back" event in my community to dispose of leftover or expired medications	()	()	()	()	()
I have returned leftover or expired prescription medications to a safe disposal box at a pharmacy, police or sheriff's department in my community	()	()	()	()	()

12. In the past year, have you seen or heard any of the following messages? (Check all that apply.)

- ☐ Ask your doctor questions about the dangers and alternatives to prescription medicines
- ☐ It is important to lock up your prescription medications
- ☐ There are locations in my community where I can safely dispose of leftover or expired medications
- ☐ Prescription medication abuse is a growing problem in Colorado
- ☐ Never take multiple prescription medications without asking a doctor or pharmacist if it's safe
- ☐ It is not safe to share my prescription medications or give them to my friends

Asked only if 'In the past year, have you seen or heard any of the following messages?' equals 'yes' for the specific message"

12a. Where did you hear or see this message? (Check all that apply.)

	A news story on television	A news story on radio	An online news story or post	An advertisement on television	An advertisement on radio	An online advertisement	On a billboard	Poster or display at a pharmacy
Ask your doctor questions about the dangers and alternatives to prescription medicines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is important to lock up your prescription medications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are locations in my community where I can safely dispose of leftover or expired medications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prescription medication abuse is a growing problem in Colorado	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Never take multiple prescription medications without asking a doctor or pharmacist if it's safe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is not safe to share my prescription medications or give them to my friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. How likely or unlikely would you be to do the following?

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Attend a community meeting about safe use, storage and disposal of prescription medications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Get information from a website about safe use, storage and disposal of prescription medications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take your leftover or expired prescription medications to a safe disposal box at pharmacy, police station or sheriff's office in your community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talk to people in your community, to help educate them about safe use, storage and disposal of prescription medications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. How strongly do you support or oppose each the following?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
More state funding for community-based education programs about prescription medication use and abuse	()	()	()	()	()
More state funding for programs such as needle exchanges or supervised injection sites to avoid the spread of HIV and Hepatitis	()	()	()	()	()
More state funding to teach health care providers how to safely prescribe medications and how to better inform their patients about medication risks and options	()	()	()	()	()
More state funding to increase access to safe medication disposal boxes in communities	()	()	()	()	()
Using Colorado Medicaid dollars to increase access to addiction treatment and secure a 2-to-1 federal match	()	()	()	()	()
Use Colorado Medicaid dollars to cover costs of emergency medical services (ambulance, ER) resulting from cases of drug overdoses	()	()	()	()	()

15. Do you know anyone who is, or has been, addicted to prescription drugs?

- () Yes
 () No
 () Don't know

16. Naloxone (sold under the brand name Narcan) is a medication that serves as an antidote to drug overdoses. Knowing this, how likely would you be to keep a dosage of Naloxone available at your home or on your person?

- () Very likely
 () Somewhat likely
 () Somewhat unlikely
 () Very unlikely
 () Don't know

17. If you felt it would be important for you to have access to Naloxone, which of the following places would you go to purchase it? (Check all that apply.)

- [] Pharmacy
 [] Convenience Store
 [] Hospital or Clinic
 [] Fire Station
 [] Don't know

D1. What is your age?

- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 or over

D2. Are you...?

- ☐ Female
- ☐ Male

D3. Which best describes the area where you live?

- ☐ Urban (city)
- ☐ Suburban
- ☐ Rural town
- ☐ Rural area
- ☐ Don't know

D4. Which of the following races or ethnicities do you consider yourself to be? (Check all that apply.)

- ☐ American Indian or Alaskan native
- ☐ Asian or Pacific Islander
- ☐ Black/African American
- ☐ Spanish, Hispanic or Latino
- ☐ White/Caucasian
- ☐ Other

D5. What language is most often spoken in your household?

- ☐ English
- ☐ Spanish
- ☐ Other

D6. What is your current health insurance status? (Check all that apply.)

- ☐ Private insurance through work
- ☐ Private insurance, purchased on my own
- ☐ Medicaid
- ☐ Medicare
- ☐ Uninsured